

# **ELECTRICAL MERCHANDISING WEEK**

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BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION



## **...presstime**

**KNOW THIS SKEPTICAL SHOPPER?** The dubious look she's giving a blender demonstration in the picture at left is typical of shoppers everywhere. But demonstrations pay off in sales (the one the lady in the picture is watching is at Macy's Herald Square housewares basement in Manhattan). To learn how Macy's and Stern's run their housewares sales and shows, see EM WEEK's pictures and reports on page 8. ■

**FORD HAS PURCHASED PHILCO**, finally giving confirmation to rumors of acquisition or merger that have grown increasingly louder as Philco's profits declined. The industry gossip proved true with the announcement that the big automobile manufacturer is taking over the Philadelphia-based appliance company. Ford sources indicated Henry Ford 2nd, Ford chairman, has wanted a major appliance division for his cor-

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## **PREVIEW FOR '62:**

# **New Appliance Lines... ...What They're Pushing**

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## **AIR CONDITIONER STANDARDS:**

# **Are Hold-Outs** p7

**YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!**



**GOOD LOOKING!  
GOOD COOKING!  
EASY TO CLEAN!  
EASY TO SELL!**

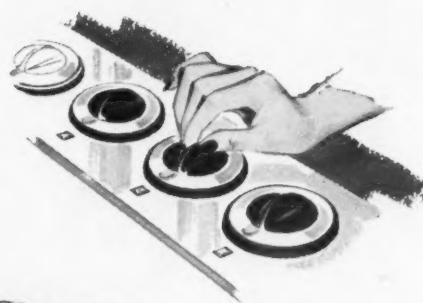
## **New RCA WHIRLPOOL 30" and 36" gas ranges**

*loaded with top-end features,  
yet priced low to help you  
capture the big middle market*

From their sleek, modern Cabinet-Mate\* design for the built-in look, to their advanced automatic cooking features, these ranges say "quality" in every way. Yet, they are priced right . . . priced so you can sell them to value-conscious shoppers. 30" and 36" models priced the same, to meet your market requirements. Smart buys for you . . . and for your customers. Call your RCA WHIRLPOOL distributor. \*Tmk.

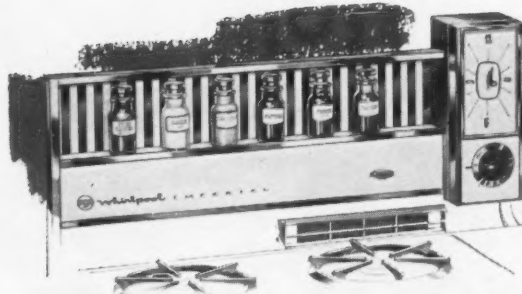
### **NEW!**

Counter Control Center is on the range top... easier to use, easier to clean.



### **NEW!**

Gourmet Shelf holds neat apothecary jars of spices for cooking convenience.



*Join up! . . . it's easier to sell  
RCA WHIRLPOOL than sell against it!*

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers  
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



## ...presstime

poration for some time. He reportedly had approached several appliance manufacturers with offers. None, however, was in as unfavorable financial straits as Philco.

Ford was expected to resign his post as a member of the board of directors of General Electric before Philco stockholders finally approved the deal. Under arrangement, common stockholders will receive one share of Ford common for 4½ shares of Philco. Philco's preferred shareholders will get Ford shares approximately equal to \$101.50 plus cash equal to accrued dividends. Total estimated cost to Ford: \$100,000,000. The Ford stock will come from authorized, but unissued, stock.

If stockholders approve Philco's becoming a Ford division, the motor company will join American Motors (Kelvinator), General Motors (Frigidaire) and Chrysler Corp. (Airtemp) in the appliance field. The merger also was seen as increasing Ford's defense business, an important part of the Philco operation. ■

**MORE STATIONS ON THE AIR WITH FM STEREO:** WLIR, Garden City, N.Y.; KIXL, Dallas; WPFB, Middletown, Ohio; WBNS, Columbus, Ohio; KODA, Houston; KLMA, Los Angeles; WFLN, Philadelphia, have notified FCC and bring total to 18. WDHA, Dover, N.J., has type acceptance for its

equipment and WCRB, Waltham, Mass., also is about to go on the air. WUPY in Lynn, Mass., went on and off the air, is expected to resume FM stereo broadcasts. ■

**PACKARD BELL'S EXPERIMENT IS WORKING,** President Robert S. Bell told EM WEEK. A regional company distributing consumer electronic products in the Western states, P-B is offering key accounts around the nation—one to a city—its line on a strictly f.o.b. Los Angeles deal with no co-op advertising money. After a trial run with Liberty Music in New York, P-B now has accounts in nine cities, including such names as J. L. Hudson in Detroit, Woodward-Lothrop in Washington, D.C., and Atlas in Cleveland. "So far," Bell said, "this is a reasonable approach for a regional company." Bell is interested in landing an exclusive dealer in any city with more than 50,000 population, but has no plans to go national. "The mass market is not our dish of tea," he said, "and this approach is a reasonable way to siphon off the carriage trade." ■

**"I'VE TALKED TO SOL POLK,"** said Gerald O. Kaye, board chairman of Friendly Frost, while he was touring the New York Hi-Fi Show. "And we'll both be promoting FM stereo. It always takes someone to get the ball rolling. This year the industry will be getting its feet wet. Next year will be the beginning of the big sales. And we expect them to be big." ■

## FM Stereo—Much Enthusiasm, Some Buts At The Hi-Fi Show

The components people—first to market FM stereo—had some enthusiastic things to say about FM stereo sales when the New York High Fidelity Music Show opened last week. Many companies were just beginning to deliver and said orders were ahead of production lines. Others, who have been on the market for a few months, reported excellent sales. Here's the general sales trend to date:

- Sales are settling down after an initial flurry, but are far beyond most manufacturers' expectations. As soon as an area gets one station broadcasting FM stereo, sales take a huge jump, practically overnight.

- Adapters have been outselling fully integrated units, which means AM-only owners are not yet buying. Most sales have been a result of on-air promotion. No one has really tried to hit the potential market with other advertising media.

- Manufacturers are pushing cost and simplicity: "Now you can have true stereo without expensive tapes or records, without the fuss of them, without major conversion of your existing equipment."

**But there were also some gripes:**

- Components people complained that they're carrying the entire burden for FM stereo promotion and devel-

opment—and it was time the package people helped out.

- Manufacturers indicated that as far as they were concerned, it was time broadcasters did their part.

- One broadcaster at the show wondered if the FM broadcasting industry was "mature" enough for the medium—which needs hard sell on AM for advertising dollars.

**Here's what some manufacturers had to say about sales and FM stereo in general:**

- Crosby—Expects to double FM sales in 1961-62, according to Leonard Feldman, director of engineering. President Murray Crosby figures on

earning \$500,000 in royalties on his FM stereo licensing by the end of 1962. This means his licensees alone should have sold about a million sets by then.

Harman-Kardon—Finds adapters selling extremely well, thinks once stations settle down there won't be any trouble. L. V. Kuby, sales manager of the Citation line, expects the market to be 60-65% adapters, the rest integrated units.

Sherwood—Has had "satisfactory" FM stereo sales, feels the package people will help by jumping in.

Scott—Sales were "fantastic." "Anyone who doesn't owe us money is getting all the sets he can get his hands on," according to a company spokesman.

Bogen-Presto—Found initial sales "very gratifying," and dealer response completely enthusiastic.

Fisher—Called sales "fantastic," and reported he has received sizeable orders on adapters.

## At EIA—FM Stereo Reappraised

The Electronics Industries Assn. took a look at FM stereo progress last week at its fall conference in New York and liked most of what it saw.

"Development of FM stereo," explained James D. Secrest, EIA's executive vice president, "for the next six months to a year is going to be spotty. There'll be no national pattern."

"We are still convinced that this is

an exciting new consumer product. But it won't take off like a house on fire."

**To help FM stereo along,** EIA already has printed 125,000 booklets explaining "multiplexing" for distribution to the trade and the public.

Cooperation with the National Assn. of Broadcasters is in the works, too. Howard Bell, NAB vice president for industrial affairs, sat in on EIA meetings and promised broadcasters'

help. And a committee of broadcasters and manufacturers may be set up to exchange information on new station starts.

**EIA also answered criticism** from some FM station owners, who have complained that set manufacturers weren't giving proper advertising support.

"Where FM stations are doing a first rate programming job," explained Secrest, "and broadcast-

ing during store hours, they are having no trouble selling time. An outstanding example is KPEN in San Francisco, which has no time for sale until Feb. 1. "We're convinced that stations doing business correctly are going to get support."

Other EIA business included the adoption of a voluntary, advertising code based on FTC practices. No policing can be done because of legal problems, but EIA hopes the effect will be "beneficial." EIA also will add a general industry forecast, based on compilation of individual company predictions, to its statistical service next year.



## STRAIGHT FROM WASHINGTON

**APPLIANCE-FURNITURE SALES WERE UP** during August, according to a preliminary report from the Commerce Department. Unadjusted figures for the furniture and appliance group of retail stores show August sales of \$885 million.

This compares with \$840 million in July. But it still is below the \$898 million in August of 1960.

This category followed fairly closely the general pattern of retail sales—up in August from the disappointing July showing but still below August of a year ago. It was the eighth straight month that retail sales failed to achieve their year-earlier totals. Declines were reported among apparel stores, eating and drinking establishments and auto dealers. ■

**HELP FOR STORM-STRICKEN BUSINESSMEN** in hurricane-devastated areas of Texas and Louisiana is available. From the federal standpoint, it comes chiefly from the Small Business Administration. SBA has regular regional offices in New Orleans, Dallas, and Houston. But in a disaster as widespread as that caused by Carla, it sets up temporary offices—generally in banks—for the convenience of loan applicants.

The stricken businessman must file specifics concerning his loss along with a survey of the damage by an independent appraiser. After it receives the loan application, SBA moves quite fast. There is no dollar limit on its loans, which can run for as long as 20 years and carry a 3% interest rate. Only profit-making establishments (with the exception of churches) are eligible to apply. ■

**A CREDIT-CARD-IN-REVERSE CLUB** has been organized in the nation's capital. The idea is that a membership card (costing \$10 a year) will entitle the bearer to cash discounts at member stores. Promoters have signed up a large number of smaller retail outlets in the Washington area, and contend individual members will get discounts at these stores ranging from 5% to 40%. Promoter of "Cash Card International Club" is Connie B. Gay, who made a pile of money promoting "country music" and parlaying it into acquisition of radio stations. He plans to extend his cash-card idea to other cities if successful in Washington.

Something else new has intruded itself on the Washington retail scene. Congress finally has approved a bill repealing the law that banned the distribution of trading stamps in the District of Columbia. The major stamp companies are elated, but intend to move into this fertile area "quietly, cautiously and carefully." They expect immediate business from gas stations and food and drug stores. But Washington is a major discount city and other accounts will be slow in coming. ■

## Preview for '62

# What's New

At this time, dealers, distributors and competing manufacturers begin wondering and asking: "What will be different in the 1962 major appliance lines?"

In the same spirit of constructive curiosity, EM WEEK has gathered information which indicates what can be expected on some of the most discussed products when the line showings break to distributors, early in October. In many cases, these indications form trends for 1963 and the mid-'60s.

### PRICES

Most key producers are planning moderate increases on 1962 merchandise. The major reasons: Higher labor and manufacturing costs and expectations of higher materials costs. Another reason: To elevate retail prices. Manufacturers feel that appliances have been "given away" long enough. To keep prices bolstered watch for more Fair-Trading, on some products in states where laws permit it.

Westinghouse Appliance Sales has just created a legal fair trade program on some merchandise in New York and New Jersey. John M. Otter Co., Philco distributor, and G-E also have programs in these areas.

Some of the "early bird" producers who have shown their lines have announced price boosts. U. V. Muscio,

Fedders vice president, said there will be increases of as much as 10% on some air conditioners.

W. C. Conley, president of Gibson, greeted the first contingent of dealers attending the company's Panama trip with the news that there will be spot hikes on the 1962 line ranging from 4% to 6%, reflecting added features and improvements, but also reflecting expected higher overhead and material costs.

### INNOVATIONS

In refrigeration, there will be an increase in the number of larger capacity units next year. This will result partially from a somewhat wider use of foam insulation which cuts down the thickness of the walls, leaving more usable space. Example: G-E's 18.8-cubic-foot box, introduced this year, which fits in the area of an old 10-cubic-foot model. Probably several new foams, in addition to urethane, will be perfected by the mid-'60s. Also seen are more automatic and no defrost systems and a return to more metal components.

The room air conditioner trend appears to be toward the larger capacity units. Fedders has already introduced a 32,000 Btu model. At least two other major manufacturers for the first time will have higher capacity window models, one boasting of 28,000 Btu.

## Speed Queen Outlook: Bullish For 1961-62

Speed Queen division of McGraw Edison Co. will wind up the 1961 year slightly ahead of 1960, predicts Reg P. James, vice president-director of sales.

Interviewed at a showing of the company's washer and dryer line in New York, James said that third quarter sales were currently topping the same 1960 period. He feels that the activity will continue.

The executive is most enthusiastic about the possibilities of 1962 as a selling year, for several reasons. Salient among them are the firming economy and the fact that '62 has been pegged as a replacement year for washers and dryers among other home appliances.

**Highlight** of his division's 1962 line is model A38, an enlarged version of Speed Queen's stainless steel tub, which is now said to hold 20 to 30% more than other top-loading automatics.

Because of manufacturing costs the price on this unit has been raised about 11½% (EM WEEK, Sept. 11, p3), James said. He foresaw the possibility of general, moderate, industrywide increases for 1962, a result of higher manufacturing, labor and materials costs.

Although the new model will be promoted and advertised as having the extra capacity, no pound ratings are given. The reason, James explained, is that his company has "no desire to enter the pound race currently raging among our competitors."

He emphasized, "Until the indus-



Reg P. James

try agrees on a universal capacity rating system we will talk strictly in terms of bulk, advising consumers to load the unit two-third full of loosely packed fabrics."

**In the commercial field**, the Speed Queen division is scheduled to begin production of a coin-operated dry cleaning machine on Oct. 15 at its Ripon, Wis., plant.

James would not discuss his organization's position in the home laundry equipment industry today, except to comment "we are among the leaders."

A company progress report shows that its dollar sales from 1941 to 1959 have increased 7.7 times, while the percentage of dollar increase is 667.



# About The New Major Appliances?

This could snowball in '63. One manufacturer said: "It has all the earmarkings of the old horsepower race."

Washing machines. A controversial category. Four producers will have and advertise increased capacities; G-E and Philco with 12-pounds loads. Norge offers a "family size" tub. Speed Queen just introduced a model claiming 20% to 30% more capacity than most other top-loading automatics. The latter two, along with Maytag which instructs "fill loosely to top of the holes in the tub," will not be restricted to pound capacity.

The rest of the industry will continue to push 9-10-pound capacities at the outset, but later in the year may claim increased capacity. Several producers said they could honestly do this on existing models.

If and when the American Home Laundry Manufacturers Assn. sets a universal rating standard on poundage, the industry will go to larger capacities, at least in top-of-the-line models.

Ranges. There will be some new developments. One manufacturer, possibly more, will have the Frigidaire Flair-type or the Tappan Fabulous 400-type, high oven, counter-top range. Another producer said his company would show "a new approach" in ranges for 1962. Free-standing drop-in models will also receive more play.

## EM WEEK'S

## MARKET REPORTS

**EAST . . . CLEVELAND**—The calendar may not say the summer is over, but Cleveland dealers figured it was and were glad of it. With just a few weeks into September to count up, they had no doubts there'd been a spurt that would carry them through the year.

Take Roy Carlson, Sr., at Carlson's Furniture & Appliance here. Carlson reported even after the short week after Labor Day, business had picked up nicely. "We had a very promising start this month," Carlson said, and he expected it to build up steam the rest of the season.

One downtown dealer reported things were definitely getting better, and added, "This time I'm not just saying it to make myself believe it." The upward trend may not be as sharp for some dealers, but it's enough to be encouraging, they reported.

There's still very little interest in color TV here, specialists said. Refrigeration and laundry equipment were still leaders, although there had been a big show of interest—at least shopping interest—in most of the white goods lines. The stereo units were still popular, and the high end of that line was getting the most attention.

Dealers were counting on new models and bigger promotions scheduled to come up this fall to create the additional interest they'll need for a good year.

**SOUTH . . . MIAMI**—Except for chain discount operations, dealers recovery here from the recession wasn't as

## OUTLOOK

Manufacturers have become cautious about making predictions, a result of faulty crystal-balling at the beginning of the "Soaring '60s."

However, several were optimistic that 1962 would be the gateway to increased major appliance sales. Their main reasons were the strengthening of the economy ("We're out of the recession") and the fact that 1962 should be the beginning of large replacement activity.

Replacement statistics show that customers can be expected to replace 12-year-old washing machines next year, since 1952 had almost 4½ million sales.

Air conditioners, with an average life expectancy of eight years should also be big in 1962, and reach a peak in 1964. Better than a million units were sold in 1953, and the peak was reached in 1956 when 1,800,000 units were sold.

Ranges should have a big replacement year in 1963; the big push was in 1947-48 when over 2,800,000 units were shipped. The average life expectancy is 16 years.

Refrigeration should hit the big years somewhere in the mid-'60s, probably 1964-65. In the years 1948-49-50 better than 15,000,000 were sold and considering the average life expectancy 15 years, this would seem to follow.



steady as that of area distributors, who reported business equaled or bettered last year's figures.

The upturn was attributed by distributors as much to acceptance of new lines as it was to a more favorable economic climate. Collections were reported as pretty good, according to dealers.

North Florida around Jacksonville was doing better than South Florida around Miami, according to Earl Crawford of Crawford Distributors. "Business in Miami is on an even keel, but in Jacksonville there is a definite pickup," said the Philco representative.

RCA distributor Stanley Glaser of Sea Coast Appliance raved, "Everything is good." His market penetration was from 10% to about 40% higher than last year and except for laundry and refrigeration sales had gained significantly.

A spokesman for Masters of Miami and Fort Lauderdale said the discount retailer had shown an across-the-board increase every month so far. "People are switching over to the discount house where they should be," he snapped.

Contrary to Masters' experience, dealers D. D. Bass, Jr., of Bass Appliances and Warren Taylor of Miami Shores Electric Appliance Co. said volume was off from 1960, although business had picked up since the last of August after being good during July and the first part of the following month.

Refrigeration was moving well at Masters and Bass, but was weak for Crawford and Sea Coast. Air con-

ditioning was off this year for dealer and distributor alike, with the exception of Masters.

Hottest selling air conditioner this season appeared to be Fedders' 1 h.p., 10,000 Btu reverse cycle unit at \$229.95.

**WEST . . . SALT LAKE CITY**—Intermountain appliance dealers were stocking up on appliances.

They were convinced that there would be a major price advance within the next six months in white goods. Their conviction was not being borne out in substantial sales increases for the month of August, compared with August sales of a year ago.

Said Horace A. Sorensen, president of South East Furniture Co., "Never has the public in recent years had such bargains in appliances from name brand firms."

Sorensen, who reported that TV-stereo sales were up 18% and straight white goods up 15% in August, compared with August a year ago, supported the major manufacturers in volume development.

"Without volume, neither the retailer nor the manufacturer is going to meet the needs of the consuming public," he said.

As an example, South East freezer sales last month were up an amazing 300% over August a year ago. These figures, which were not included in the 15% advance in white good sales, resulted from special promotion with Pictsweet Frozen Foods. This deal involved a gift of 102 pounds of Pictsweet Frozen Foods with every

freezer. Discounts were given by Pictsweet, which had a program of selected retailer freezer outlets. Significance: Pictsweet had switched from using freezer distributors in its promotion to selected volume retailers. South East Furniture, under Sorensen's aggressive direction, provided this leadership in the Salt Lake market.

Sorensen relied completely on newspaper advertising and cooperative advertising contributions from manufacturers. He said that he moved two carloads of freezers in only a couple of days as a result of the Pictsweet promotion.

A phenomenon of TV-electronics sales for ZCMI Department Store was a 15% hike in August versus August, 1960.

Joseph Andersson, assistant to the manager of the leased radio-TV-Appliance section of the downtown department store, attributed this to "wear out."

"I figure that the average life of a TV set is from seven to 10 years. Our customers are coming back now at the end of seven years. They are buying console-TV-stereo instead of the straight TV set," he said.

He believed they were figuring up costs—major repairs on the old TV quality set from the big department store vs. expenditures for an advanced 1962 model.

"Many of them tell me that the prices they are paying for consoles seven years later are but a few dollars above the price they paid for our original introduction models of TV," he said.

REPLACEMENT OR REFUND OF MONEY  
★  
**Guaranteed by  
Good Housekeeping**  
IF NOT AS ADVERTISED THEREIN

**Yours...  
on every new**

picture

computer TV

**For '62 Sylvania brings you the help of  
America's most powerful symbol of quality**



THE STOCKHOLM Picture-Computer TV Model 23L51: Velvetone reflection-free picture. Woodblend HaloLight®. Multiple speakers. International-style cabinet in walnut veneers and hardwood solids. Remote Control optional. 23" picture tube (over-all diagonal measurement, 27.5 square inch viewing area).

This year Sylvania has earned the Good Housekeeping Seal of Approval—a world-famous assurance of quality, and prime mover of merchandise for more than 50 years. Point it out to your customers and they'll have even more confidence in you and your product. Even more authority and conviction will be added to your sales presentation. And most important—sales will be quicker and easier.

*Quality you can bank on in TV, radio, and stereo high fidelity.*

**Plus TV's biggest warranty\***

Every Picture-Computer TV console and table model comes with a full 90-day warranty on parts and tubes, a full-year warranty on Sylvania Silver Screen 85 picture tube, a five-year warranty on the power transformer and circuit board, and a lifetime warranty on HaloLight surround lighting.

**...and we're telling 41 million people**  
In GOOD HOUSEKEEPING, LIFE, TV GUIDE, SPORTS ILLUSTRATED, HOLIDAY and SUNSET, we're helping you sell Picture-Computer with spreads and pages, plus an 8-page blockbuster in CORONET magazine.

**EXCLUSIVE PICTURE-COMPUTER TV  
SELLS EASY AS 1-2-3**

1. It memorizes every factor of fine-tuning and automatically gives a perfect picture every time.
2. It is built with computer quality to eliminate the major causes of TV breakdown.
3. It's the first TV with new Velvetone reflection-free screen.

\*During warranty period, upon return of Sylvania TV to Sylvania Distributor or Dealer by original buyer, who registered set within five (5) days of purchase with authorized Sylvania TV Distributor, and after prepayment of shipping costs, Sylvania shall provide replacement part if, in its opinion, part is defective in materials or workmanship under normal use, was not repaired, altered, misused, neglected nor damaged, and serial number unchanged.

Sylvania Home Electronics Corp., Batavia, N. Y.

# SYLVANIA

SUBSIDIARY OF  
**GENERAL TELEPHONE & ELECTRONICS**



ELECTRICAL MERCHANDISING WEEK



# Why 5 Makers Shun NEMA Cooler Plan

The room air conditioner section of the National Electrical Manufacturers Assn. has called a press conference for Thursday to discuss the promotional plans and workings of its voluntary certification program going into effect on 1962 models.

There are five manufacturers that haven't yet entered the industrywide program, which is open to all producers. Participants will be authorized to place a certification seal on their merchandise. NEMA hasn't set a deadline for participation.

**The holdouts are:** Among NEMA members; Frigidaire, Emerson Radio and Phonograph, New York, producer of Emerson Quiet Kool, and the Emerson Electric Manufacturing Co., St. Louis, which markets the Northwind unit.

Non-NEMA manufacturers that haven't signed on are: Carrier Corp., Syracuse, N.Y., and York division of Borg Warner, York, Pa.

Why haven't the producers come into the program? "From our standpoint," Frigidaire says, "we see no advantage in entering the certification program. We will continue the thorough testing and capacity deter-

mination of our units in our extensive engineering laboratories. The certification program would be a duplication of this effort and an unnecessary expense."

Emerson Radio is studying the matter: "We're not crystal-clear about manufacturers evaluating each other's products."

Emerson Electric does not manufacture its own equipment. It will "probably" participate once it decides on a producer for 1962.

**Carrier and York** are members of the Air Conditioning and Refrigeration Institute, and will continue to use the institute's rating program.

Both companies endorse a standard testing program, but believe that their strict compliance with the ARI criteria will produce room air conditioners with cooling capacity at least equal to models tested in the NEMA plan.

To fly in the face of an industrywide program, which will be promoted heavily at the consumer level, and have more than a dozen manufacturers participating, the five mavericks will have to formulate their own strong promotional plans for 1962.

## DECISION

### MORRIS SOBIN:

Faced with mounting pressure on profit margins, the president of Olympic Radio and Television looked for help in Japan. Here's what he found and his decision.



## MAKER

Olympic, a division of the Siegler Corp., already carries its own trademark on a line of Japanese-produced transistor and tube radios. But after recently completing a three week on-the-spot study in Japan, Morris Sobin has decided that the Japanese can't be of much help right now to an American manufacturer of television and stereo equipment.

Sobin reached his conclusion after checking with several Japanese companies on the costs of buying chassis.

"About \$35 is the price for a Japanese-made television chassis," explained Sobin, "and at that price, after you count the costs of transportation, duty and so forth, it doesn't offer the American set manufacturer very significant savings."

And now Sobin even doubts that the Japanese company (Japan Victor) currently exporting 19-inch portables to the United States could be making money at today's prices.

**Here are the problems** Americans using Japanese parts would face, according to Sobin:

- "When it comes to producing television sets, the Japanese are not up to us. They're one to two years behind in the state of the art."
- Yokes are more expensive in Japan.
- The Japanese are not turning out as efficient a TV tuner as is currently being produced in the U.S.
- The Japanese don't use the new

frame grid tubes, but will probably be doing so in another nine months. And although the Japanese sets Sobin saw used three stages of i.f., their sensitivity was somewhat inferior to American units.

"You get a satisfactory picture from a Japanese set," Sobin said, "and you might save \$1 or \$2 by using their chassis, but this is hardly significant at this stage."

There are other problems, too. If an American manufacturer uses Japanese chassis, Sobin pointed out, he risks disrupting his own facilities and cutting into his manufacturing talent. Then, too, the American manufacturer would be beholden to someone else. And Japanese labor rates are going up.

Stereo equipment and chassis from Japan would create similar problems, Sobin said. Again, the savings on a stereo phono chassis are not that great and there's not that much difference in the cost of speakers. Importing an entire stereo console would create serious freight problems, Sobin explained.

**But the door isn't shut on the Japanese.**

"The situation is fluid," Sobin explained, "and I'm keeping an open mind. Within a year Sobin figures TV saturation in Japan could reach significant heights. Then Japanese manufacturers may start looking elsewhere for business and could disregard some cost factors to get it."

EM WEEK  
REPORTS ON

## APPLIANCE-TV

**A SERIOUS PUSH ON TAPE RECORDERS BY RCA** was evident last week when the company introduced three new 13¼-pound cartridge units (starting with retail guide price of \$99.95, stepping to \$129.95 and \$169.95 for stereo) and made an obvious attempt to dispel any notion this was just another half-hearted pass at the tape business. "We're in with both feet," said Raymond Saxon, vice president for marketing. There'll be trade and consumer advertising and the company even plans to join the Magnetic Recording Industry Assn. this fall and report figures. RCA introduced the first tape cartridge in 1958, a 52-pound unit with a \$199.95 list. The new models play at 1½ and 3¾ I.P.S., can take an optional \$4.95 adapter to play 3-inch reel-to-reel. Currently, only Bell Sound (starting at \$129.95) is in the cartridge business, but Saxon says three other manufacturers are interested in this idea which he thinks can make tape a mass market item. ■

**WESTINGHOUSE CONSOLIDATION** has taken place in the New York, New Jersey areas through the joining of the two company branches. The Newark district has become a branch of Westinghouse Appliance Sales of New York. Henry Stein, district manager of WAS in lower Connecticut and New York, also will manage the Newark office. ■

**A FAIR TRADE PROGRAM BY ANDREA RADIO CORP.** has been established for dealers in New Jersey. Effective immediately, the minimum pricing program covers the company's entire line of consumer products. ■

**THE FLOW OF JAPANESE TAPE RECORDERS:** A total of 243,663 were produced by Japan for the first half of 1961 and 37.5%, or 91,339 units, were exported, mostly to the U. S., according to the Japan Electronic Industries Assn. Production of tube models was nearly double transistor units for the first half. ■

**NEMA IS EXPANDING** its publicity drive on ranges, refrigerators, freezers, dishwashers, air conditioners and electric housewares in 1962. The association also plans to put more stress on sales promotion and advertising activities on refrigerators and ranges. The group will also kick off its promotional plans earlier for 1962. Material will be mailed earlier—by Oct. 1, instead of the end of the year. ■

**A JAPANESE RADIO PLANT IN PHILADELPHIA**, which would have assembly capacity for 5,000 transistor radios a month, is in the works, Kiyoto Sasase, president of Nipco, told McGraw-Hill World News in Tokyo. Nipco will furnish technical know-how to the Omscolite Corp. of Philadelphia before going into the joint venture. ■



## Disc Tells Her Hows Of Sewing

It's the latest gimmick in the highly competitive sewing machine field, as outlined last week by Max Hugel, president of Brother International, Inc., Long Island City, N.Y. He was disclosing his plans for the company's new line of Japanese-made sewing machines.

"Our long experience selling private label sewing machines in this country has taught us that appliance dealers have definite mental blocks when someone mentions selling sewing machines," Hugel said. "Most of them have the idea that they must be specialists or experts to be able to sell machines profitably. It's simply not true, and our new program will prove it to them."

Included with each of Brother's new machines are two 12-inch long playing records—recorded by TV personality Bess Myerson—designed to explain the operation of each unit. In addition, the company is supplying visual charts to be used by the customer along with the records.

"A person doesn't even need to know how to read to follow these lessons and learn to use the machine," stressed Hugel. "And the best part of the deal is the retailer doesn't need to worry about explaining the operation or losing time demonstrating the machine." He continued, "A dealer has no service headaches because the customer knows how to properly operate the machine. The dealer just sells it and forgets about it like he does any other appliance."

By not selling sewing machines, Hugel feels that appliance dealers are missing the boat when they could be raking in plus sales and profits. He claims there were between 1.5 and 1.7 million sewing machines sold last year in this country. And he believes that sales should be near the 3 million mark every year. "Unfortunately,"



Bess Myerson won't personally give instructions on how to use Brother sewing machines, but her voice on two LP records will.

ly," Hugel explained, "retailers think they must carry big full lines, arrange for financing, set up a service center and stock a lot of parts. But it isn't true."

"Other sewing machine makers have understandably oversold the service end of this business," Hugel went on. "We've been selling sewing machines under private labels in this country for years and less than 1/2 of 1% are ever returned for service. And we've learned that the rest of the story is fable if machines are inexpensive and if the lines are short. Our new line and merchandise plans will prove that appliance dealers can and should sell sewing machines."

Brother's new line of machines—the Valiant line—is supposed to remove all the mystery from sewing machines for the appliance dealer. The four-model line starts at \$80 for the straight stitch model 900; it steps up to \$139 for the deluxe straight stitch model 910; jumps to manual zig-zag stitching with the model 920 at \$179; and finally steps to the fully automatic zig-zag model 930 at \$239 retail. All models are finished in the same sandalwood with gold trim and all have controls in the same place. "This makes it easier for the dealer to step up from model to model without being confused by different controls," Hugel explained. "And a dealer

has a full line of sewing machines in only four models."

As an extra, Brother is including a free four-speed phonograph (retail value \$29.95) with each of the top three models in the line.

"The icing on the cake," Hugel smiled, "is that dealers will make a minimum margin of 40% on these sewing machines. That's not bad in this industry today."

Brother will break its national advertising in the consumer magazines next month with spreads in "Parents" and "Good Housekeeping." The company plans to supplant its national ad program with co-op allowances for dealers.



### DEMOS AND SNACKS ATTRACT CROWDS TO HOUSEWARES FAIRS

Cooking demonstrations, window displays, in-store decorations and a general air of festiveness drew shoppers to housewares fairs at two New York department stores last week.

Macy's basement housewares department was decked out with flags of all nations for its semiannual housewares sale and show. Emphasizing electric housewares, the store



has set aside several large demonstration areas in the small appliance department to show the curious and the hungry what can be made with today's electrics. (See photo above, left.) In addition to samples of food, Macy's is giving away such sundries as floor wax, dish and bottle brushes, measuring cups and recipe books during the two-week promotion.

At Stern's the atmosphere was more subdued, but housewares displays were set up throughout the store. In the fabrics department, for example, a mannequin calls attention to a housewares display near a heavily trafficked escalator. (See photo above, right.) As at Macy's, demonstrators offer shoppers food samples and tips during the month-long fair.



# The Day Lau Fans Stopped Blowing

There was no joy among New York dealers when they got the news Lau Blower Co. was going out of the fan business.

"It's quite a blow," commented a buyer for one key department store. "It's undoubtedly one of the best-selling fans in New York." Other retailers reacted similarly, pointing out that Lau did about one-third of its over-all fan business in the metropolitan area.

Last week (EM WEEK, Sept. 11, p7) Tom Byrd, Lau president, announced his company had suspended production of its window fans and had sold its inventories to Burt Sloane, the manufacturer's New York representative.

**What does it mean to manufacturers?** Lau's action is expected to have little or no effect on nationally advertised brands.

A General Electric Co. spokesman told EM WEEK:

"It would have no effect on G-E's fan marketing program for 1962. G-E is a national manufacturer interested in the entire U.S. market, therefore G-E does not attempt to change established pricing programs

for any local situations that might occur in an area." Westinghouse Electric Corp. declined to comment.

Industry observers noted that since 1952 the number of fan brands have dropped from 62 to 24. The most recent names to drop out of fan manufacturing were Vornado and Signal. Commenting on the over-all fan industry, one manufacturer predicted that "There would be a healthy fan potential for at least another five years, but pricing will have to be sharper." In his opinion, the high-end models, those in the \$70-\$85 range, were on the way out. "There's going to have to be a wider price spread between low-end air conditioners and high-end fans," he said.

**What does it mean to retailers?** Lau fans never were very strong outside of the Philadelphia and New York metropolitan areas, national buying groups pointed out. New York fan dealers believe Lau's action will give them a good closeout fan for 1962 and suggested it would have little effect on the sale of nationally advertised brands, but might cut into the sale of secondary and private label models selling for \$29.95.

## HOUSEWARES SHOWCASE

Other New Products on Page 17



**Immersible Frypan And A Hair Dryer That Perfumes**

The new immersible buffet frypan (model HLB-15) is also a broiler. In the lid is a corox broiler element similar to ones found in electric ranges. The element, like the control, is removable.

The broiler lid (model HL-15) can also be used with Westinghouse's 12-inch frypan.

The new unit can be used for broiling, roasting, simmering, baking, browning and frying. Suggested retail price: \$37.85.

The new hair dryer (model HZ-10) includes a feature for scenting hair. This is an absorbent stick, dipped in

perfume, which fits into the dryer unit so its scent is fed into the air stream.

The appliance also can be used to dry finger nails.

The traveling-type, vanity luggage is flesh-colored. Suggested retail price is \$29.95.

The products will be shown in the next few weeks to distributors at more than 100 meetings across the country.

Full national distribution is promised before mid-October.

Westinghouse Electric Corporation, 246 East 4th St., Mansfield, Ohio.

### Frozen Cocktails, Anyone?

The automatic Whip 'N Freezer can make whipped drinks, ice cream or ices flavored with almost anything from behind the bar in a matter of minutes. Suggested retail price is \$29.95.

Knibb Industries, Inc., 360 N. Michigan Ave., Chicago 1.



## EM WEEK REPORTS ON

## HOUSEWARES

**WHO'S MINDING THE STORE?** Macy's New York has created a new post—sales manager—in its housewares and hardware departments to allow buyers of these categories more time to handle their buying duties and visit the branches. The sales managers, the equivalent of branch store managers, will take care of the stocking and paper work involved in operating the main store departments, duties which formerly fell to the buyers. Herb Wexler, housewares, radio and TV merchandise administrator, told EM WEEK: "It's just an experiment. We don't know if it'll work; we're just trying it." ■

**JOHN PLAIN & CO. IS MAILING ITS 1962 CATALOG**, the John Plain Book, to its 50,000 dealers. The Chicago-based wholesale distributor of gifts, housewares and apparel sells through retailers in towns of less than 7,000 population. They order merchandise partly for stock but primarily from the catalog for their customers. Prices, according to Frederick Asher, John Plain vice president, remain generally unchanged from 1961. A new feature in this year's catalog is a "Main Aisle" section where new products are displayed. ■

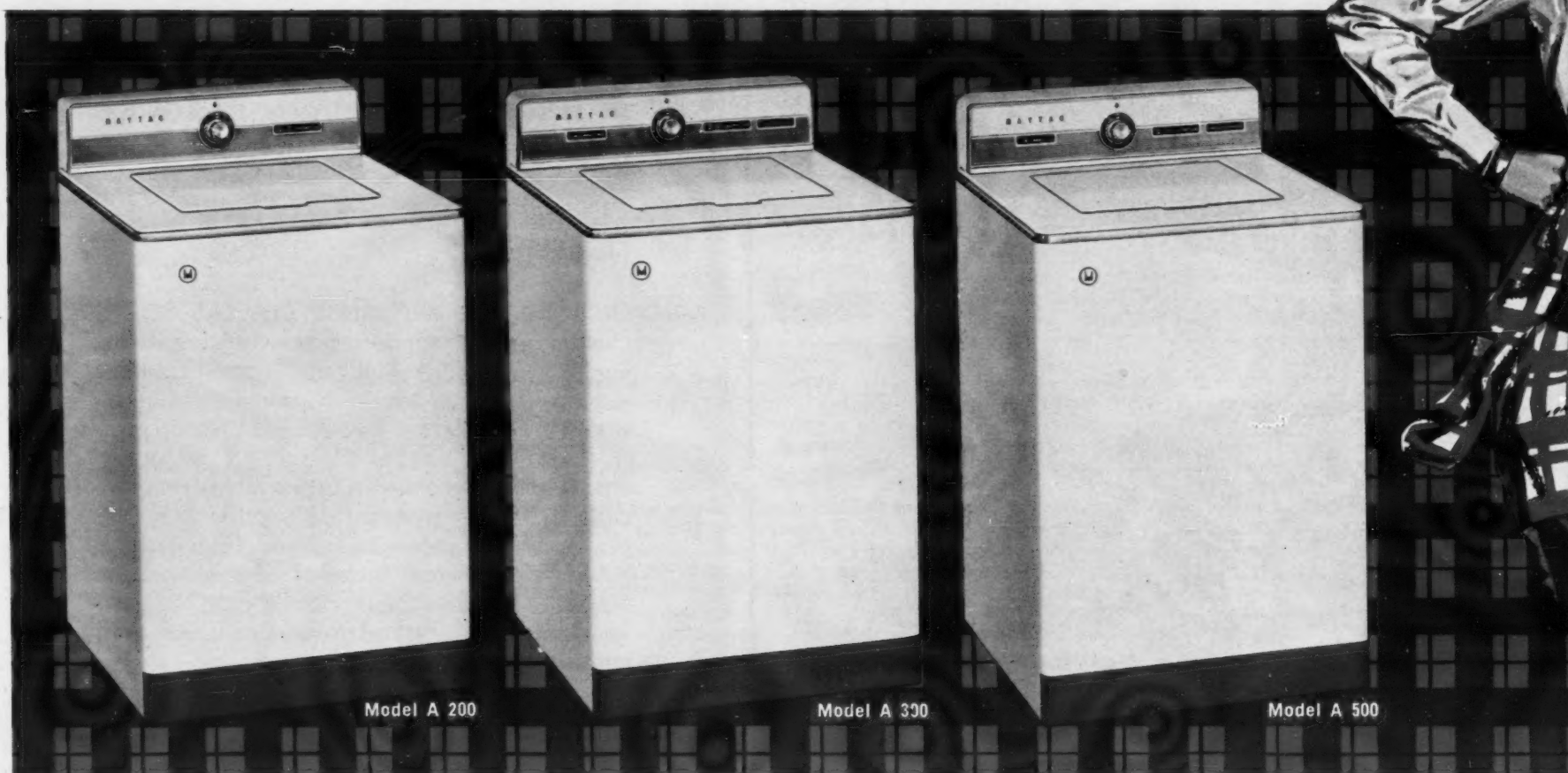
**NUMBER OF MAJOR APPLIANCE DEALERS SELLING** portable electric appliances is increasing, according to a recently completed "Brands Handled" survey conducted by the National Appliance & Radio-TV Dealers Assn. NARDA reports that on the basis of returns from 35.1% of its dealers 67.5% are now selling portables compared with 63% who reported selling the items last year. Brands mentioned most frequently by NARDA members included Dominion, Dormeyer, G-E, Hamilton Beach, Proctor, Sunbeam, Toastmaster, Universal, West Bend, and Westinghouse. ■

**FREE CLOCK AND FLASHER DISPLAY ARE OFFERED** dealers in Sunbeam's fall clock promotion. Dealers who buy six Night Lighters (model A005) and four Super Chief wind-awake alarms (model B011) at their regular prices are eligible to receive the free clock and display stand. The Night Lighter has a suggested list of \$9.98 and the wink-awake alarm lists at \$12.95. ■

**FLASHING LANTERNS ATOP TWO ENTRANCE POSTS** highlight the 1961 Christmas display available to G-E's portable appliance dealers through their distributors. The four-color display is made of heavy cardboard and features a sleigh full of Christmas packages and a rural mailbox surrounded by holiday gifts. The main unit measures 39 inches wide and 32 inches high; the mailbox is 22 inches high. Christmas wreaths for use as premiums or in Christmas displays also are available through the dealer's distributors. ■

# Now take a new Highlander

**We've changed the cut of the kilt  
to make it the bonniest buy**



## Maytag Highlander Automatic Washer

- Lint Remover Tub
- Selective Water Level Control
- Safety Lid—stops action in seconds
- Cold Water Wash and Rinse
- Zinc-Coated Steel Cabinet—protects against rust

## Maytag Custom Highlander

- Metered Fill
- Pushbutton Water Level Control
- Lint Remover Tub
- Safety Lid—stops action in seconds
- Cold Water Wash and Rinse
- Zinc-Coated Steel Cabinet—protects against rust

## Maytag Super Highlander

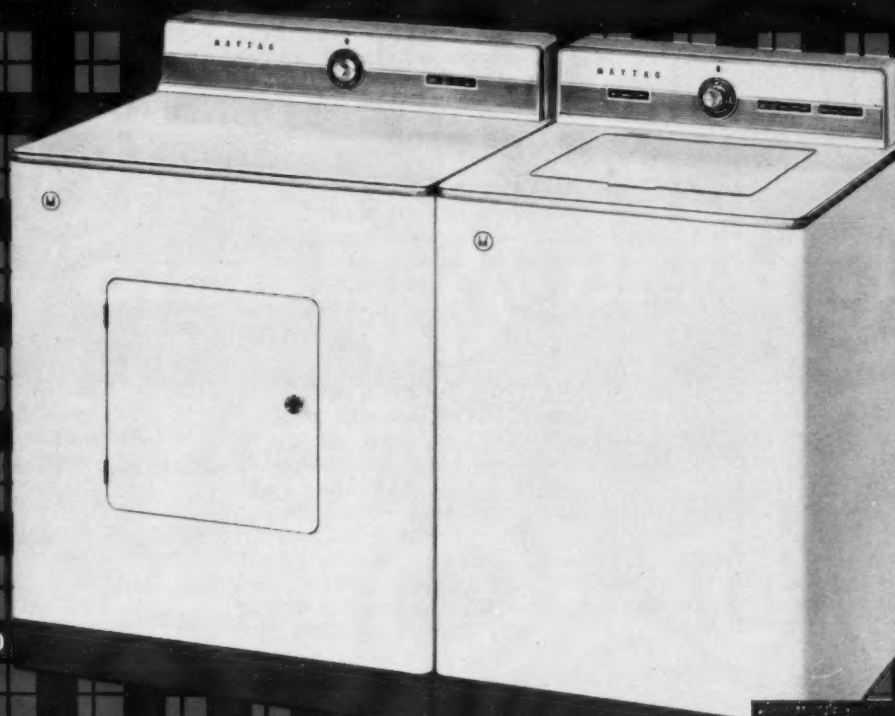
- 3 Water Temperatures—Hot, Warm or Cold
- 2-Speed—2-Cycle Operation
- Metered Fill
- Automatic Water Level Control
- Lint Remover Tub
- Safety Lid—stops action in seconds
- Zinc-Coated Steel Cabinet—protects against rust

# MAYTAG



# look at the Maytag Line

Now you can offer your customer more style, more automatic features...more pushbutton convenience...more famous Maytag quality and dependability—all in the budget price range. And to top it off—easier, smoother step-up selling.



Model DE 500

Model A 500

New Highlander Dryer with Electronic Control

## New Highlander Dryer With Electronic Control

specially designed to match all three Highlander Automatics in gas or electric models

**THE ONLY BIG DIFFERENCE IN DRYERS TODAY!** Feels clothes with 72 electronic fingers, measures moisture in the clothes, turns itself off when they're dried exactly right.

Clothes can now be dried automatically without losing their natural moisture—no more overdrying, overbaking clothes. And it's all push-button control...no timer needed. It's new—it's exclusive—it's Maytag's.

For complete details on Maytag Highlanders and new matching dryer write, wire or phone your Maytag Regional Manager or Distributor. The Maytag Company, Newton, Iowa.



Close-up of dryer drum and electronic baffle. "72 fingers" that feel the moisture in clothes—automatically stop dryer when clothes are dried exactly right.

# MAYTAG

*...the dependable automatics*

## YOUR personal BUSINESS

Is there someone in your family about to return to school? If so, you're undoubtedly a current witness to the customary pre-school shopping trips for clothes and supplies. Now is the time to make sure the student is well equipped for the year ahead. But pre-school days should also be the period for physical check-ups to help insure your family a healthy fall and winter. Here are a few precautions to keep in mind as you get the family ready for the upcoming seasons:

- Check with your physician as to necessary pre-school year inoculations. Follow his advice on immunizations against such diseases as smallpox, polio, diphtheria, influenza and whooping cough. A precautionary "shot" now may save serious illness later on.
- Be sure to have your children's sight and hearing checked before school opens. Many children have struggled with low grades and adjustment problems in school, especially in the early years, simply because they couldn't see the blackboard clearly or couldn't hear the teacher distinctly. If a child is baffled by a teacher's question, be sure it isn't because of a physical inability.
- A dental check-up is also important at the beginning of the school term. Small cavities can be filled before they become serious and potential dental problems can be corrected before they become critical.
- Don't forget that you too should have a check-up now and then. As you get the family ready for fall, be sure you're also prepared. Do you need a vaccination? A new prescription for your eye glasses? Are you due for another trip to the dentist?

▲ ▲ ▲

Have you got some worthless stock on your hands? Stocks which become worthless this year are considered capital losses from an exchange which is assumed to have taken place on the last day of 1961, regardless of when in 1961 worthlessness actually occurred. You don't have to count on selling worthless stock to deduct the loss. But you must be able to prove that an event occurred during the year which rendered your stock entirely worthless. You get no deduction for partial worthlessness.

Generally, it is advisable to claim the loss in the year you discover the hopeless financial condition of the company. In doubtful cases it may help to make public sales of worthless or partially worthless stock, especially if you have gains against which they can be offset.

▲ ▲ ▲

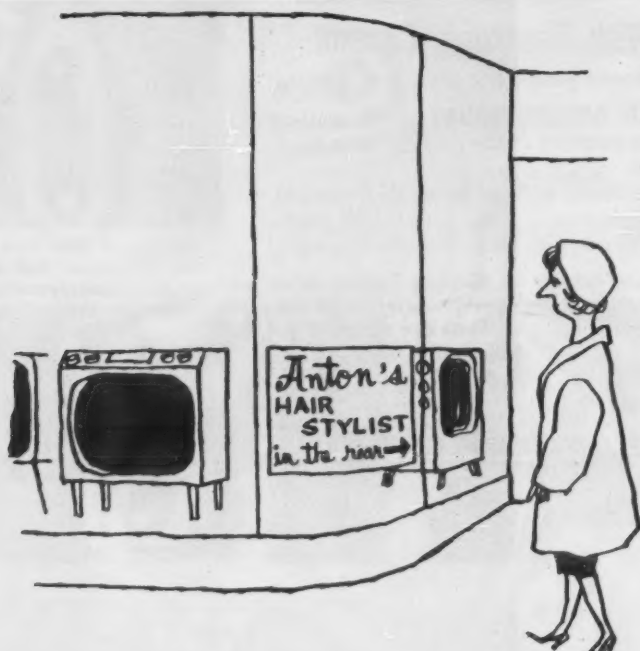
When did you last inquire as to the status of your Social Security account? You should make it a practice to check up on it at least once every three years. It's important because if a bookkeeping error should occur in your account, it cannot be corrected unless it is discovered within three years and three months of its occurrence. Your local Social Security office can supply you with the necessary forms for making such an inquiry.

▲ ▲ ▲

Which grade of gasoline should you use in your car? Today's splashy, multi-colored pumps with their different superlative labels can be confusing as you pull up to fill the tank. Naturally, you want the fuel which is best for your engine and easiest on your pocketbook.

• Fill it up—regular, high test or super premium? Most stations feature three grades of fuel with the differences between them being a matter of octane rating. This rating is the ability of the fuel to provide engine power without knocking or pinging. There is little point in pouring higher-octane fuel into an engine that will perform just as well on a lower octane diet. If you've been spending money for a high-test gas, perhaps you've literally been pouring money down the drain.

• Try a few tankfuls of regular. If there's no loss of power and no knock going uphill or accelerating, you can use the cheaper fuel. If, however, performance is not as good—better stick to high test.



## EDITORIAL

# Whose Load?

LAURENCE WRAY, EDITOR

The impact of the low-margin, mass merchandising revolution, sparked by national chains and mushrooming discount operations, poses some thorny problems for the residential load-building programs of electric utilities.

Crux of the problem lies in the fact that discounters generally are blithely indifferent to the battle raging between the electric and gas industries. Both industries have launched powerful national and local promotions designed to pre-sell the public on their respective fuels. But the mass merchandisers, let's face it, couldn't care less whether the customer buys an electric or a gas appliance. They sell both.

At stake for the utilities, apart from the house heating and air conditioning loads, are the cooking and water heating business, the clothes dryer business and the extension of gas to other household appliances.

In prewar years, electric utilities engaged heavily in merchandising direct to the public. While these efforts constituted a relatively small percentage of the total market, they afforded the utility some measure of competitive control. In those days nearly two-thirds of the utilities were engaged in some form of merchandising and many of them staged aggressive selling campaigns to build their loads. But the war and appliance shortages forced many of them to close down their merchandising operations. Even a scant decade ago, however, there were still some 50% of the utilities doing their own selling. Today the figure is down to a little more than 30%.

Certainly, in view of the vast variety of outlets selling appliances today, there would seem little reason for the utilities to get into the act again. Many of them are doing an excellent job of promoting through the dealer. Independent dealers, however, are increasingly hard-pressed to withstand the competitive pressures of the mass merchandisers. Nor, we might add, is the situation likely to improve. With each succeeding week announcements are made of still newer types of mass merchandising entering the field—variety chains, dry-goods chains, "closed-door" discount operations, food supermarkets and the like. And what's more, those original "one-stop" shopping centers, department stores, are counter-attacking with discount centers of their own.

The utilities, of course, might very well say, "So what? The more people there are selling appliances, the more they will help us to build load." True enough, *but whose load?* In late years, the gas utilities have been flexing their natural gas pipeline muscles over countless miles; the gas equipment manufacturers have pioneered new products and engineered remarkable improvements to older products; and the number of dealers of all types handling both gas and electric products is increasing all the time. What is more, the smaller gas industry is heavily out-spending the electrical industry to promote its products and services. The question, "Whose load?" therefore, is not entirely academic. Business has a way of gravitating to those who compete hardest.

I think it is fair to say that the traditional independent appliance dealer has certainly been more oriented toward the electrical industry than any other. The majority of the products he sold and services were electrical. He has participated in utility sales campaigns, sales training programs and advertising promotions. He helped pioneer many of the familiar appliances—freezers, automatic washers, dryers and dishwashers. In a real sense he contributed to the electric utilities' load. The new wave of discount operations, however, has never been identified with the electrical industry and has no sense of allegiance to it. But in the very near future, utilities will have to face the unhappy fact that, if the independent dealer is squeezed out, they will have few allies.

ELECTRICAL MERCHANDISING WEEK





'twin-priced' STEREO PAIR  
ANSWERS ANY SPACE PROBLEM!

ONLY \$129<sup>95</sup>\*  
LIST EACH

**Unbelievable Console Performance in a  
Tasteful Certified Quality Console Meets  
the Space Requirement in Any Room Setting.**

Here is the ideal stereo instrument for quick, easy profit! Now you can sell big sound performance in a compact (24" x 28½" x 15") unit. A graceful touch of contemporary styling lends complete compatibility with any room decor. Two matched 6" speakers, Dual-Channel Amplifier. V-M 'Stere-O-Matic'® 4-Speed Automatic Record Changer with Automatic Manual-Play Function. Finger-tip Controls. Cherry or Mahogany finished Genuine Fine Hardwood Cabinetry. Display, demonstrate, profit with V-M Model 804!

\$129<sup>95</sup>\*  
List



the  voice  of Music®

**V-M Complete Portable Component System  
that's Unique, Arrangeable, Adaptable  
for Customized Stereo  
in the Home, the Patio or at Poolside.**

Arrangements are limitless with this unique musical companion! A demonstration will close the sale! Detachable speakers can be placed on end tables or in bookcases; the changer may even be put out of sight! Ideal inside or outside! 4 Powerful Speakers—2 in each detachable section. V-M 'Stere-O-Matic'® 4-Speed Automatic Record Changer with Automatic Manual-Play Function. Gray or Metallic Beige. Demonstrate it and you'll sell it! V-M Model 307

\$129<sup>95</sup>\*  
List

\*Slightly Higher West

**CALL YOUR V-M DISTRIBUTOR—TODAY!**

Remember, with V-M . . .  
"Reliability Is Our Responsibility"



'Certified' Performance



'Certified' Fine Furniture

V-M CORPORATION • BENTON HARBOR, MICHIGAN • KNOWN FOR THE FINEST IN RECORD CHANGERS, PHONOGRAPHS AND TAPE RECORDERS

SEPTEMBER 18, 1961

*Get in on this one!* **New Motorola**  
**\$299<sup>39</sup>** MODEL SK70M  
MANUFACTURER'S  
SUGGESTED  
RETAIL PRICE **will be the**

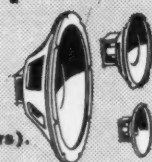
Motorola kicks off stereo hi-fi selling season with the "Carnegie Hall Salute"—with promotion features that make it the hottest model going!

**50<sup>00</sup>** **Cabinet**  
 —beautifully styled, superbly crafted . . . with the look and elegance of fine furniture. No other stereo can match it at the price!

**3** **separate amplifiers**  
 (not just 2)—with 20 total watts music power output or 50 watts peak instantaneous output



**3** **separate speaker systems**  
 (not just 2)—with 5 speakers (one 12" woofer, two 6" mid-range, two 4" tweeters).



**PLUS** Golden Audio Separator • 4-speed, super-quiet Golden Stereo 750 automatic record changer • Feather Touch aluminum tone arm • Stereo Audio Selector Panel • Automatic Shutoff • Automatic Record Intermix • Padded Record Storage • Diamond Stylus • On-off indicator light • Record compartment light • 45 RPM spindle and spindle storage • Provision for FM/AM radio and FM Stereo.

Over 20 million people will see Isaac Stern introduce this deluxe stereo hi-fi on Motorola's TV spectacular—



Motorola TV spectacular includes Jack Benny, Isaac Stern, Roberta Peters, Van Cliburn, Benny Goodman and his Sextet and the Philadelphia Orchestra with Eugene Ormandy conducting.

**"CARNEGIE HALL SALUTES  
 JACK BENNY"**

**SEPT. 27th 10 PM EST, CBS**

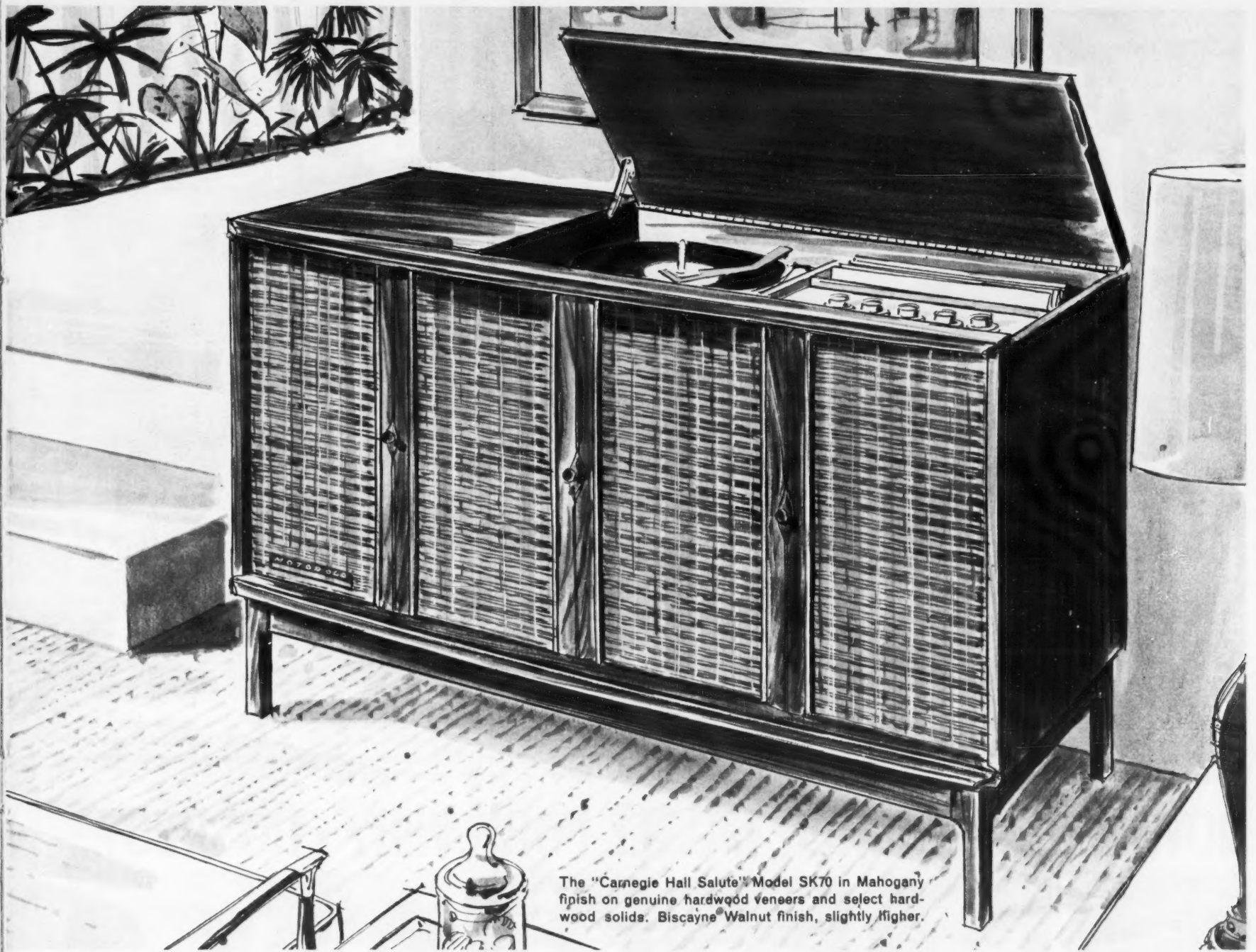
At the local level, a series of newspaper ads in over 150 markets will tie in to give this new Motorola one of the biggest, most concentrated promotions that ever backed a stereo.

For the dealer's store, there'll be professionally prepared window displays, on-set easel displays plus colorful window banners to make this promotion one for the books.

**Today . . . call your Motorola distributor.  
 Get stereo's biggest promotion working for you!**



# Stereo Hi-Fi at year's top seller!



The "Carnegie Hall Salute" Model SK70 in Mahogany finish on genuine hardwood veneers and select hardwood solids. Biscayne Walnut finish, slightly higher.

At \$299.39, this new Motorola gives you a lot to sell: fine furniture cabinetry and design plus stereo hi-fi with a difference you can hear and *demonstrate!*



## MOTOROLA

Manufactured in Canada by Seabreeze Manufacturing Ltd., licensee

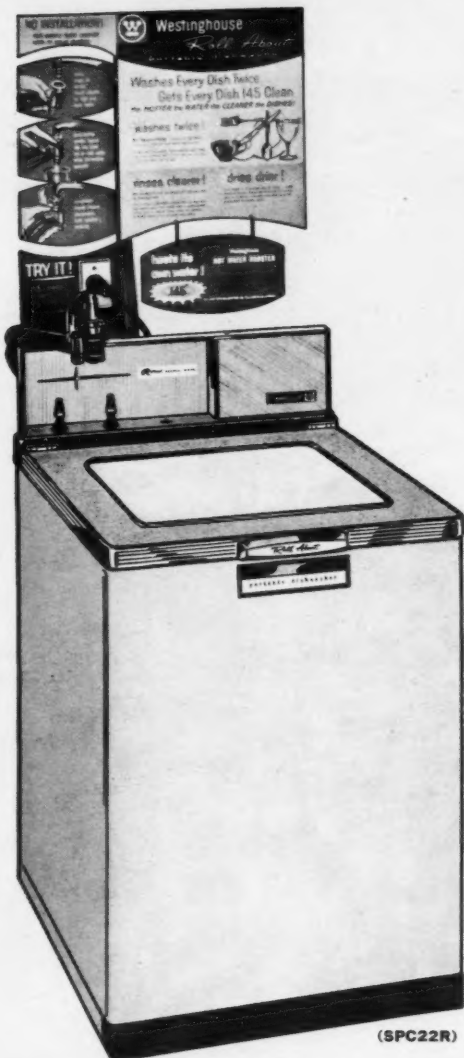
*new leader in the lively art of electronics*

SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.

# EASY TO DEMONSTRATE...EASY TO SELL

# WESTINGHOUSE

# '62 DISHWASHERS



Only Westinghouse washes  
every dish twice...gets  
every dish 145° clean

New...30% Larger Capacity\*  
New...Double Wash!  
New...145° Hot Water Booster!  
New...Triple Rinse!  
New...Clear Rinse Injector!  
New...Double Fan Drying!

\*NEMA Service for 13

BUY EITHER  
MODEL...GET  
SALES-MAKER  
DISPLAY  
FREE!



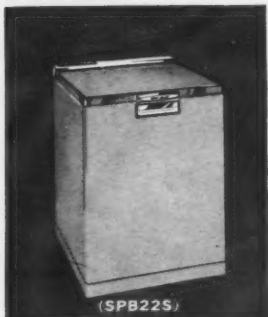
You can be sure...if it's  
**Westinghouse**



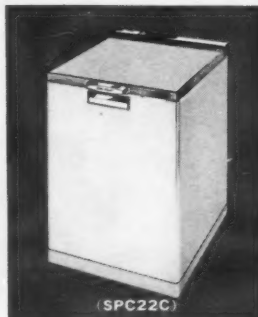
1962 REGISTERED ROLL ABOUT. Display includes litho panel-mobile, demo-faucet, and special look-in demonstration lid... a complete washing action/no installation demonstration display... needs no plumbing or special wiring.

1962 IMPERIAL ROLL OUT. Display includes hard-selling traffic-stopping, built-in "Roll Out" WashWell® demonstration with special simulated counter top... a selling center in only four square feet of floor space.

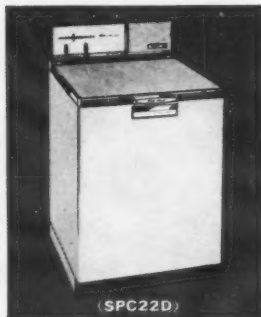
## NOW, A DISHWASHER MODEL FOR EVERY PROSPECT...



Now Westinghouse offers a Special dishwasher model at a new low, low price... designed to get people into your store. Ideal for use as an advertising leader.



Use this new budget-priced Custom Roll About to sell up from the Special. Has Double Wash, Triple Rinse, Double Fan Drying, and NEMA service for thirteen.



Westinghouse Deluxe Roll About is priced as well as plus-featured for volume sales. Has the exclusive 145° Hot Water Booster and Detergent Storage Compartment.



Registered Roll About has all the 1962 features a prospect could want... including a Clear Rinse Wetting Agent Dispenser and Multi-Purpose Connector.



For your budget-minded prospects, Westinghouse offers this Custom Roll Out. Has Double Wash, Triple Rinse, Double Fan Drying plus NEMA 13 capacity.



Imperial Roll Out is designed for those who want the finest built-in dishwasher. Has every feature including the new Clear Rinse Wetting Agent Dispenser.



# new products



## THERMADOR Introduces new "Bilt-In" Electric Ovens

The Masterpiece "Bilt-In" electric oven has been re-designed with improved style and latest advances in flameless electric cooking.

**Restyled Masterpiece** features easily removable oven doors with safety hinges which lock in open position when doors are off; "Temp-Matic" meat thermometer with control panel chart of correct roasting temperatures; simplified controls on eye-level panel; automatic oven timer; self-starting

removable 3-spit rotisserie for rotary-broiling; newly designed oven interior; easy cleaning with removable doors; racks and supports, swingup elements.

Masterpiece is available in 3 models: single, bi-level and side-by-side combination in 5 decorator colors or lifetime stainless steel. A new over-the-oven exhaust in colors to match the oven and 17 models of "bilt-in" electric cooking tops

is 6 in. high, draws 150 cfm; comes in single and double models.

Features retained in the oven include the Broilostat broil element control; air-cooled oven doors; lifetime rod-type bake-and-broil elements; "peek light" in window models; separate thermostats for each oven; and maximum oven capacity. *Thermador Electrical Mfg. Co., 5119 District Blvd., Los Angeles 22.*

## ZENITH Adds Table Model FM Multiplexer



Included in Zenith's new line of 22 stereo FM instruments is a stereo FM multiplexer MH910 that eliminates the need for an adapter to convert present FM receivers to stereo. It can be used with any make or model of FM radio for stereophonic reproduction, needs no connecting cords between receivers, no internal re-wiring of companion FM set, requires no installation; can also be used as a conventional FM radio.

Designed for owners of the 5-million FM radios now in use, it brings in both channels of stereo FM with full hi-fi.

The multiplexer should be placed to the right or left of existing FM radio, plugged into an electrical outlet, controls adjust on both sets and you get stereo FM sound. An indicator light on the dial scale automatically turns on when the user is tuned to a stereo FM transmission, which

allows locating the new stereo FM stations across the tuning dial. Two multiplexers can also be used as a stereo FM radio ensemble.

Features include afc; stereo FM and monaural FM; a handcrafted chassis; new advanced FM tuner; a 6x4 speaker; automatic "bass boost" circuit; vernier tuning; an FM line cord antenna with an ac outlet that can be used to plug-in the companion FM set if 2 electrical outlets are not available. Controls include an extended broad range tone control; on-off button for AFC; 3-position channel selector switch, plus a speaker phasing switch on the cabinet back that lets user put Multiplexer's speaker in phase with speaker system of the companion FM radio.

**Price**, \$99.95 finished all-round in dove gray or charcoal. *Zenith Sales Corp., 6001 W. Dickens Ave., Chicago 39.*



## PEOPLE IN THE NEWS

**Borg-Warner Corp.**—James D. Dougherty, associated with the company since 1954, has been promoted from sales manager to general sales manager of domestic appliances for the Norge division. His headquarters are in the North Chicago Merchandise Mart offices.

John S. Wolfe, formerly eastern sales manager, replaces Dougherty in some of his duties as Norge field sales manager.

**American Motors Corp.**—George E. Cossin, Jr., was named to the newly created position of parts merchandising manager for the Kelvinator appliance division. Previously he was



J. D. Dougherty  
of Borg-Warner



G. E. Cossin, Jr.  
of Amer. Motors

parts and service manager for American Motors' Rambler zone in New York.

**Westinghouse Electric Corp.**—Sidney Schwartz, formerly district manager of Westinghouse Appliance Sales, was named eastern regional sales

manager for the portable appliance division. The post had been held by W. M. Byrne, the company's newly appointed national sales manager.

**Whirlpool Corp.**—Sheldon B. Lee was promoted from a personnel supervisory post to operations manager for the commercial laundry and dry cleaning equipment division.

**Welbilt Corp.**—Robert F. McInness has been appointed corporation sales representative covering Washington, Oregon and Alaska. Before joining Welbilt, he owned the Appliance Service Station in Seattle.

**Cadre Industries Corp.**—Joseph H. Gibbs, formerly a division sales manager for Blonder-Tongue Laboratories, joined Cadre Industries as commercial sales manager.

ELECTRICAL  
**MERCHANDISING WEEK**  
VOL. 93 NO. 38

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**ROBERT K. MOFFETT** MANAGING EDITOR

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# Delmonico



ready for  
multiplex  
11 tube am/fm  
4 speaker  
self-contained  
stereo console

# 9995

LIST

**DELMONICO MODEL 1033**  
• multiplex ready AM FM radio • 11 tubes • 4 full fidelity Hi-Fi Speakers • full range tone control • 4 speed fully automatic intermix changer with automatic shut off • dual sapphire needles with turn over cartridge • magnificent handrubbed Ebony wood cabinet • size: 23" W, 14 1/2" D, 28 1/2" H.

Also see Delmonico's complete and exclusive line of magnificent AM FM table radios, portable TV, Transistorized TV, Transistor radios from the Victor Co. of Japan.



**DELMONICO MODEL 2020**  
6 Speaker AM FM Self Contained Stereo Console.



**DELMONICO MODEL PTV19**  
19" Portable TV.



**DELMONICO MODEL 1025**  
4 Speaker AM FM Self Contained Stereo Console.



**DELMONICO MODEL 2050**  
6 Speaker AM FM Self Contained Stereo Console.



**DELMONICO MODEL CTV 231**  
3 Way 23" Television  
6 Speaker Self Contained Stereo-AM FM Radio-Phone Combination

Made by THE VICTOR COMPANY OF JAPAN, LTD. Exclusively for

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YOUR PROFIT LINE FOR '62

DIVISION OF THOMPSON STARRETT CO., INC.

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West Coast Branch: 5015 Hampton Street, Vernon, Los Angeles, California—LUdlow 3-3301



## GIBSON Introduces 1962 Range, Refrigerator And Freezer Lines

The 1962 Ultra range line consists of 2 40-in. and 3 30-in. models. Styling provides a built-in look with free-standing practicality, highlighted by the Gibson Control Tower.

**Ultra 600**, 40-in. top model, features a built-in decorative cutting board; sculptured front; honey beige and white porcelain color scheme; tempered glass backsplash supports an ornamental condiment set on either side of control tower; infinite controls; oven and surface pilot lights; surface lamp; a set of kitchen knives with handles that match the range's fibron wood controls and oven handle.

The back end of the wood cutting board is slotted to hold the cutlery set. There is also a full width roll out service drawer, a storage drawer and Cereal Center.

All models have a Super oven 24 in. wide; removable oven door for easy cleaning and an automatic rotisserie as an accessory.

**Ultra 300**, 30-in. range has regular convenience outlet, timed convenience outlet; automatic preheat; combination automatic timer and minute minder; surface burners include a Thermatic 2600w unit; a 2100w and 2 1500w units.

**Ultra 200**, 30-in. range, has 2 2100w and 2 1500w units. A condiment set is optional.

**Ultra 100**, 30-in. range, has infinite controls; oven thermostat; automatic preheat; 1 2100w and 3 1500w; a tempered glass backplash and decorative condiment set are available as an accessory on Ultra 100 and 500.

**Ultra 500**, 40-in. range features an aluminum broiler reflector; handy storage compartment; surface burners include 1 2100w and 3 1500w units.

Out of 10 refrigerators, 5 are 2-doors (1 with ice-maker, 2 Frost Clear, 2 are Market Master freezerless models).

**No. 4814R1 Sovereign Market Master** is "freezerless"; it features an automatic Ice Master in the zero zone freez'ette area which is designed for daily frozen food needs, and maintains a constant supply of up to 150 cubes. It provides over 13.7 cu. ft. fresh food storage.

Other features of this Sovereign unit include a new multi-magnet door seal; adjustable aluminum door racks; adjustable and removable egg racks; adjustable shelf; 3 full width shelves; 2 15-qt. sliding porcelain crispers; Gibson's conditioned air refrigeration system (frost never forms, no defrost water to empty). Restyled design includes diamond embossed door, wood and

chrome handle, decorative base, 2-tone blue interior with blue metallic trim; Higloss acrylic exterior.

**No. 7614R1**, an improved, more deluxe version of the 1961 Frost Clear combination; has 13.5 cu. ft. capacity with a 127 lb. freezer that has separate juice and package racks; 30 qt. sliding porcelain crisper; removable aluminum door shelves and egg racks; full width butter and cheese compartment; 1-fan, 1-coil evaporator; 1-control design. **No. 7314R1 Frost Clear** refrigerator-freezer is a promotional model designed to be merchandised in the \$270 area. This unit has a 13.5 cu. ft. capacity, 127 lb. freezer and many of the features of 7614R1.

**Deluxe 2-temp No. 5613R1**, 2-door refrigerator-freezer has over 13 cu. ft. capacity with a 104 lb. zero zone freezer. This deluxe model is a custom step-up of No. 5413 which features a package rack and juice can rack in the freezer door panel; 15-qt. sliding porcelain crisper; removable door racks; butter and cheese compartment.

**No. 5813R1 Sovereign 2-temp** is a 2-door refrigerator freezer with automatic Ice Master; has 12.84 cu. ft. with giant freezer; 2 15 qt. sliding porcelain crispers automatic cycle defrost system.

**No. 4714R1 Deluxe Market Master** has been increased to more than 14 cu. ft. capacity with large fresh food storage area; adjustable door and egg racks; butter and cheese compartment; 2 15-qt. sliding porcelain crispers; 11 lb. sliding porcelain meat chest; multi-magnet door seal; conditioned air refrigerator system; zero zone freez'ette.

**Deluxe 2614R1**, 14 cu. ft.; 1709R1, 9 cu. ft., and Economy No. 1609R1 with 9 cu. ft. capacity complete the refrigerator line.

Five upright and 4 chest models comprise the freezer line.

**No. V615R1** is a Frost Clear model with 470 lb. capacity; big swing out basket; adjustable shelf for hard-to-store items; 3 juice can racks; adjustable aluminum door shelves; fast freezing area; Higloss acrylic exterior; Guardian Light; has a forced draft, self cleaning condenser and flush swing door; 2-tone blue interior with gold trim.

**No. V622R1** has 756 lb. capacity; aluminum interior; true fast freezer compartment; refrigerated fast freeze shelves; 6 position adjustable storage shelf; tilt out package shield; dual purpose package rack; juice can dispenser; built-in door lock and interior light.



Gibson Ultra 600 range

**No. V616R1** has 539 lb. capacity; Freeze-flo freezing action; fingertip convenient door shelves; juice can rack; defrost drain tube; built-in door lock; self cleaning forced draft condenser permits built-in installation without requiring side or top clearance.

**No. V614R1** upright holds 483 lb. Freeze-flo freezing system forms 5 refrigerated shelves and side plates from 1 continuous aluminum freezing plate.

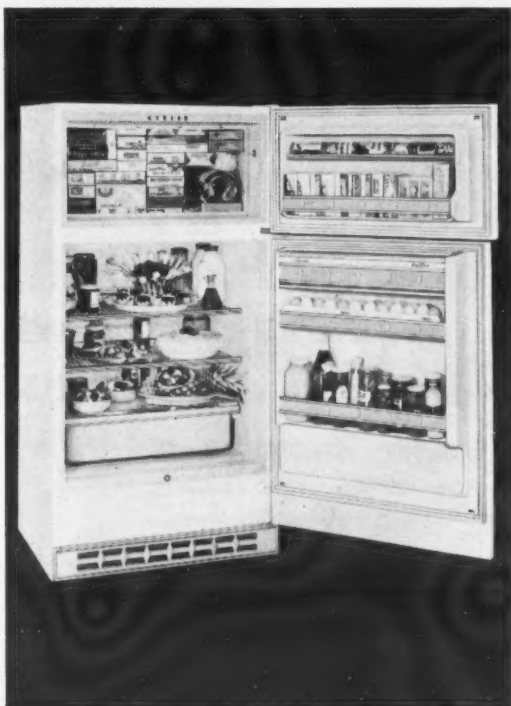
This model has been designed to match Gibson's "freezerless Market Master refrigerator." The pair may be installed side-by-side in 6 ft. floor space.

**No. V609R1 upright** has 308 lb. capacity yet takes only 2 ft. floor space; has Freeze-flo freezing system; door shelves; juice can racks; built-in lock and trimline styling.

**Chest freezers** include H624C1 with 809 lb. capacity; H620C1 with 690 lb. capacity; H618C1, and H616C1 with 15.3 cu. ft., 536 lb. capacity. Gibson Refrigerator Sales Corp., Sub. Hupp Corp., Greenville, Mich.



Gibson Sovereign 4814R1 Market Master



Gibson Frost Clear 7614R1



Gibson Frost Clear freezer V615R1



# GUARANTEED UNTIL

the new gifts...the unusual gifts...the



**NEW PORT-A-VAC**—hands on it's an upright—hands off—it's a portable. The vacuum cleaner starts like that! With its easily detachable handle, the handy lightweight Port-A-Vac quick-chance here. Runs, up, down, forward, backward, even side to side. Has three every Day-A-Bags, three extra cleaning tools (Crevice, upholstery and dusting nozzles). Stings up easily in closet.



**FOOD CONVERTER**—3 electric appliances in one—a salad maker, a meat grinder, a can opener. One power unit takes the work out of dozens of kitchen chores. Salad maker attachment has fine cutting cones for slicing, shredding and chopping. Meat grinder and can opener effectively save time and work every day. Each attachment available separately. Start with one of two attachments and give her the third for Valentine's or Mother's Day.

# CHRISTMAS 1966!

quality gifts...made by Hamilton Beach



**SUPER MIXETTE**—the quality portable mixer with extra power and extra large beaters. Precision made by the maker of the first successful portable mixer. Power to whip potatoes for soups. Balance that makes it use almost anywhere. Thumb-tip leader action. 3-speed control. Comfortably stands on end, hangs on wall. Detachable cord. In white, yellow, turquoise or pink to match her kitchen.



**NEW HIGH-LIFT, WIDE-SLOT TOASTER**—toasts any coffee—black or white, large or small—sand peeps them up with high lift. At last, a toaster that does everything else wants it to do. Pop up English muffins, toasts waffles and pancakes, even party-size toasts with easy reach every time. Does its work without re-heating. And, its new contemporary styling looks wonderful on any table, in any kitchen.



She'll know you've been extra thoughtful... when she sees the Hamilton Beach 5 year certain guarantee. It provides free repair and parts covering cord sets and damage due to misuse, when returned to one of our authorized service stations listed on the product Guarantee Certificate.

**HAMILTON BEACH**

December 3, 1961

**HERE'S WHY THIS FOOD MIXER IS**

**GUARANTEED 5 YEARS**

**INSIDE STORY**  
More than half a century of appliance building experience helps make this mixer the standard of excellence in food mixers. Strong parts and all-metal cast housing are a clue to the quality of materials throughout.

**it's made by HAMILTON BEACH**

**GUARANTEE**  
Provides free repair and parts, excluding cord set and damage due to misuse, when returned to one of our authorized service stations listed on product Guarantee Certificate.

**EXCLUSIVE FEATURES:**  
beat control  
one-piece guided beater  
new metal mixing chrome when mixing a dough

November 26, 1961

**HERE'S WHY THIS COFFEEMAKER IS**

**GUARANTEED 5 YEARS**

**INSIDE STORY**  
Designed to make the beauty permanent. Smooth interior design, open space lets you clean easily, thoroughly. Baked heat and control elements so good the Hamilton Beach Coffeemaker is completely immortal.

**it's made by HAMILTON BEACH**

**GUARANTEE**  
Provides free repair and parts, excluding cord set and damage due to misuse, when returned to one of our authorized service stations listed on product Guarantee Certificate.

**EXCLUSIVE FEATURES:**  
complete immortality for thorough cleaning  
stim. pre-set design—graceful black and chrome  
pre-set brewing temperature for perfect coffee  
5-6 cup capacity—automatically keeps your coffee hot

November 12, 1961

**THREE APPLIANCES IN ONE**

**SALAD MAKER-CAN OPENER MEAT GRINDER**

**HAMILTON BEACH**

**ELECTRIC FOOD CONVERTER**

**INSIDE STORY**  
Amazingly versatile—does everything better, too. One power unit operates all three—salad maker—with 3 speed-control comes plus food guide. Meat grinder—with fine and coarse cutting cones. Can opener—opens all major-size cans. Attachments available separately for one-at-a-time purchase.

**GUARANTEE**  
Provides free repair and parts, excluding cord set and damage due to misuse, when returned to one of our authorized service stations listed on product Guarantee Certificate.

October 29, 1961

**HERE'S WHY THIS MIXER IS**

**GUARANTEED 5 YEARS**

**INSIDE STORY**  
Quality made for the company that made portable mixers possible. Power enough to whip potatoes for soups. Thumb-tip leader action. 3-speed control. Comfortably stands on end, hangs on wall. Detachable cord. In white, yellow, turquoise or pink to match her kitchen.

**it's made by HAMILTON BEACH**

**GUARANTEE**  
Provides free repair and parts, excluding cord set and damage due to misuse, when returned to one of our authorized service stations listed on product Guarantee Certificate.

**EXCLUSIVE FEATURES:**  
extra power, larger beaters for fast, uniform mixing  
speed control and leader action button under your thumb  
detachable cord, handy on the wall storage  
white, yellow, pink or turquoise

October 15, 1961

**HERE'S WHY THIS NEW TOASTER IS**

**GUARANTEED 5 YEARS**

**INSIDE STORY**  
Made from models tested more than 10,000 times to make sure your toaster will be perfect. Double-Action Thermalstat provides more uniform toasting.

**it's made by HAMILTON BEACH**

**GUARANTEE**  
Provides free repair and parts, excluding cord set and damage due to misuse, when returned to one of our authorized service stations listed on product Guarantee Certificate.

**EXCLUSIVE FEATURES:**  
Elegantly styled with all-steel and enamel, white enameled controls  
Extra-high lift mechanism—easy way to get toast right into reach  
Extra-wide slots for all kinds of bread, muffins, frozen waffles  
Re-warm toast—without re-heating  
Winged crumb tray—easy, easy, thorough cleaning

October 1, 1961

Featured in Parade — with 65 Sunday Newspapers

## Hamilton Beach brings Xmas profits early with 3 month dealer backup in Parade

October 1, the Big Push is on! Hamilton Beach's exciting Xmas promotion—a whole series of colorful ads—tremendous dealer support—beginning October 1 and continuing to December. Toasters, mixers, food converters, vacuums—a Santa's packful of new, unusual, hard-to-resist gifts. And advertised in Parade to 10 million gift-minded families in 65 key cities, there'll be a sugar plum of profit in every one. So get your stocking ready. Stock Hamilton Beach Appliances now. Then, check the date each ad appears. Whether you're a distributor or dealer you'll want your Hamilton Beach advertising to appear during the same week in the same newspapers that distribute Parade. Hamilton Beach and Parade can make your Christmas come early this year if you tie-in now.

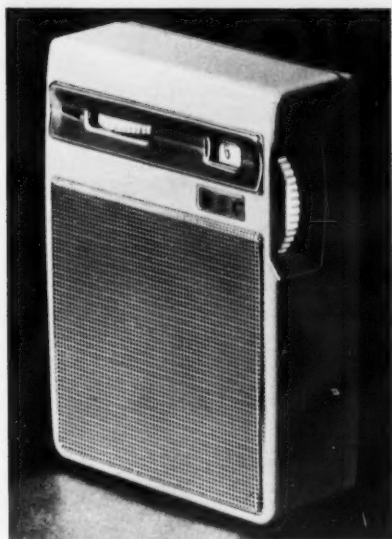


The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.



## new products

CONTINUED



### KANEMATSU Transistor Radio

Kanematsu, exclusive sales representative for Nippon Electric, introduces NT-640, a 6-transistor radio in a "jewel-box" design.

Other NT-640 features include: sharp sensitivity for top reception and separation of even closest signals; rich sound delivered through a high frequency dynamic speaker, and centralized on-off volume control and station selector knobs for easy one hand operation. Radio is packaged in an attractive gift box with an earphone for private listening and leather case.

Specifications include 4.5v battery, built-in flat Ferrite Core antenna; 3 1/4 in. x 2 1/4 x 1 in.; weighs 5.6 oz. Price: \$21.50. Kanematsu-N.Y. Ltd., 606 S. Hill St., Los Angeles 14.

## FUJIYA Stereo Console Line

Fujiya's "Ton Meister" hi-fi stereo console line combines good sound reproduction with fine Oriental cabinetry.

**Top of line, Orient II**, with Japanese lacquer cabinet carved in Kamakura "Bori" sculpture houses a deluxe stereo record player unit with new HM-Z hysteresis synchronous motor and heavy aluminum alloy turntable; stereo AM-FM shortwave tuner and amplifier, with 10 tubes and 4 diodes; 9 tube 4 transistor stereo amplifier with transistor pre-amp, 16w peak power each channel; 30-20,000 cps frequency response at 10w; 4-track stereo tape deck with 4-track monaural record and playback; 2 track monaural playback; transistorized amplifier (except oscillator); Fujiya CM-Z condenser motor; polyurethane takeup belt and idler; deluxe 3-way stereo speaker system with crossover network.

**Orient I** features a deep Oriental red cabinet with carved brass metal work and similar components to Orient II without the stereo tape deck. Manufactured in Tokyo; exclusive U.S. importer, Fujiya Corp., Ltd., 405 Lexington Ave., New York, 17.



### BULOVA Transistor Radios

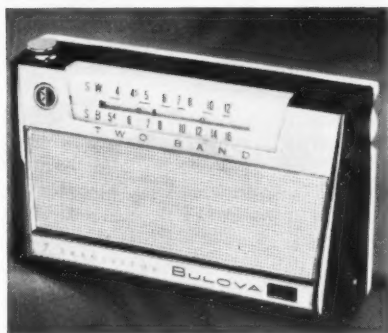
Bulova features watchmaker precision in its new line of transistor radios.

**The Bulova Ovation**, an 8-transistor, 6-diode, portable AM-FM receiver uses 4 flashlight batteries and measures 5 1/4 in. x 9 1/4 in. x 2 1/8 in. Included are built-in antenna and self-contained telescoping whip antenna. **Conquest**, a 7-transistor, standard broadcast-short wave receiver that

uses 2 penlite batteries is 3 1/4 in. x 5 1/4 in. x 1 1/4 in. and also has both built-in and whip antenna.

**Tempest** is a 6-transistor portable that is only 6 in. tall, 2 in. wide and less than 1 in. thick. It comes in an attractive leather carrying case. All 3 radios have earphones, and are gift wrapped.

Prices: Ovation \$79.95; Conquest \$49.95; Tempest \$39.95. Bulova Watch Co., Inc., 800 Second Ave., New York 17, N.Y.



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\$3.00 per line, minimum 3 lines. Position Wanted ads in this style, 1 1/2 the above rate. To figure advance payment count 5 average words to a line.

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—for you—the advertiser—and the publisher, if you mention this publication. Advertisers value highly this evidence of the publication you read. Satisfied advertisers enable the publishers to secure more advertisers and—more advertisers mean more information on more products or better service—more value—to YOU.

# Jack Paar is selling DOMINION Hair Dryers...

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The Jack Paar Show • NBC-TV



Model 1805



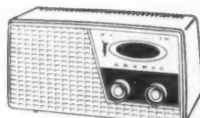
Before you buy...be sure to see...Dominion's Seal of Quality  
DOMINION ELECTRIC CORPORATION • MANSFIELD, OHIO



MODEL 603  
STEREO  
FM  
RADIO

# GRANCO STEREO FM

BY Emerson Radio



Model SC-3 Stereo Companion perfectly matched to 603 and 703. \$24.95\*

Granco offers you three-way assurance of bigger sales and greater total volume—high fidelity FM... new Stereo FM... and sure-sell prices that pile up into profits for your store! This Granco leader—at \$29.95—edges out all competition. Sell it with Stereo Companion SC-3 as a complete package of listening pleasure... or sell the radio now, the companion when your city stations convert. WRITE, WIRE OR PHONE YOUR GRANCO DISTRIBUTOR TODAY!

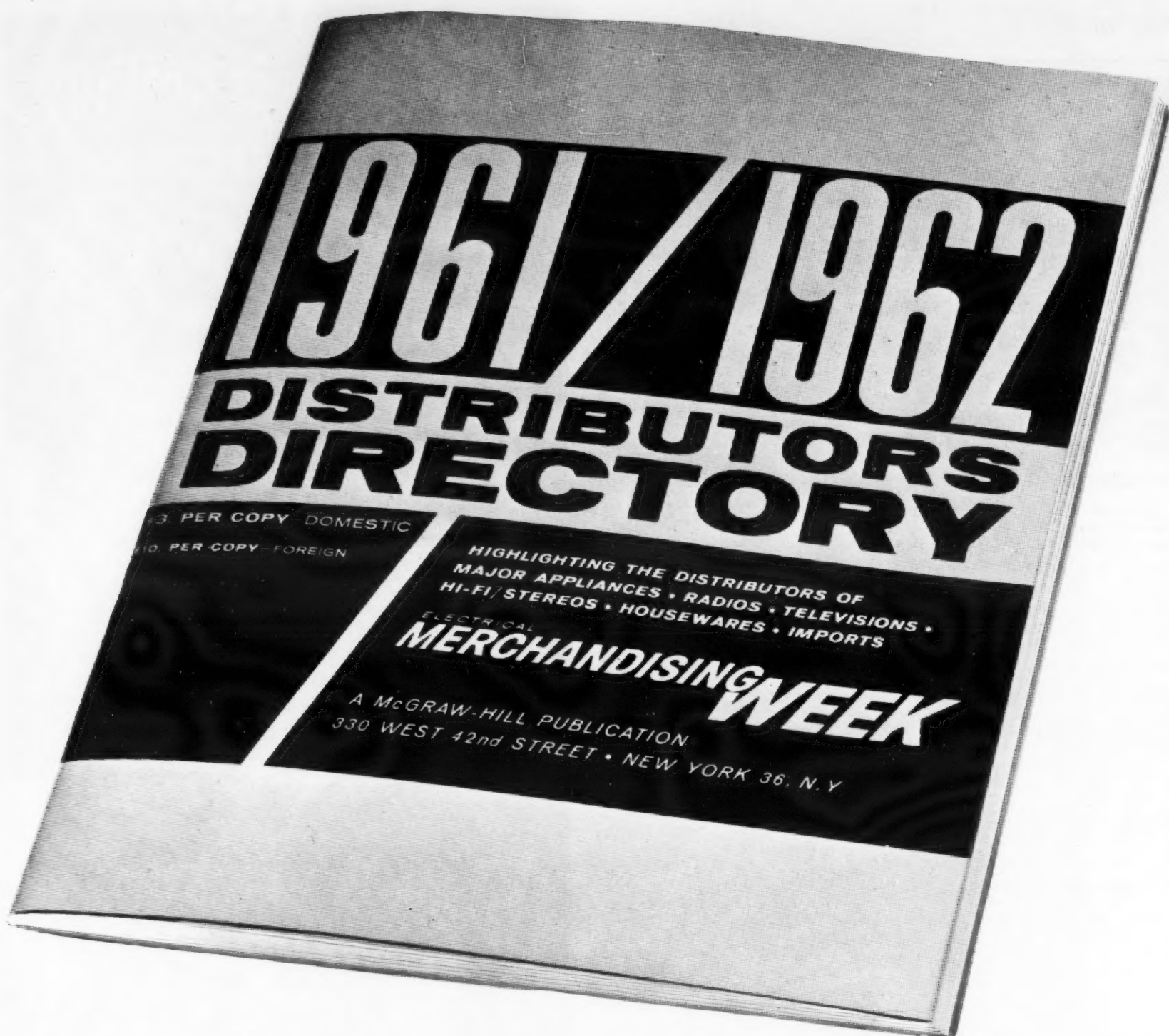
Also Available: Model 703 Stereo FM/AM Radio \$39.95\*



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America's Leading Specialist in Stereophonic FM  
A Product of EMERSON RADIO 680 FIFTH AVENUE, NEW YORK 19, N.Y.

\*SUGGESTED LIST. PRICES  
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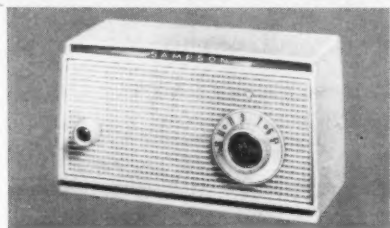


## new products

CONTINUED

### SAMPSON Radios

**No. S640**, 3-7/16x2-1/4x1 in., pocket portable with 6 transistors, 1 diode, thermistor and 2-in. speaker. Plastic case available in red, ivory or black with gold trim, complete with ear-phone, battery and leather case.



**No. ST61** deluxe model with 5-tube superhet circuit, 3 1/2-in. PM speaker, ferrite bar antenna, safety-interlock, UL approved cord and "Conelrad" markings. Plastic case 8x4 1/2x3 1/2 in ivory-white or black-white.

**Prices:** S640 \$19.95; ST61 not announced. Sampson Co., 2244 S. Western Ave., Chicago 8, Ill.



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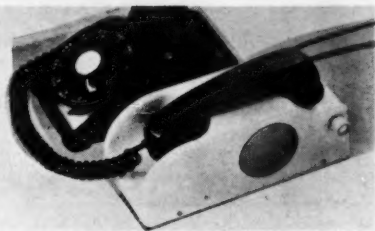
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**LOS ANGELES:** Noel Humphrey, 1125 West Sixth, Los Angeles 17, Cal., HU. 2-5450.

**SAN FRANCISCO:** Thomas H. Carmody, 255 California St., San Francisco 11, Calif., DO. 2-4600.

**PORTLAND:** Scott Hubbard, Pacific Bldg., Yamhill St., Portland 4, Ore., CA. 3-5118.



### BELL Amplifone

A cordless, self-powered transistorized telephone holder eliminates phone juggling; both hands are free; volume control knob regulates loudness of voice for group conversations; can be talked into from a distance up to 10 or 12 ft. Requires no wiring; 4 ordinary flashlight batteries give up to 500 hr. use. **Price**, \$29.95. Bell Industries of Calif., 532 6th St., San Francisco 3, Calif.



Charm them like  
they've never been  
charmed before!

# Charm-packed

## promotion

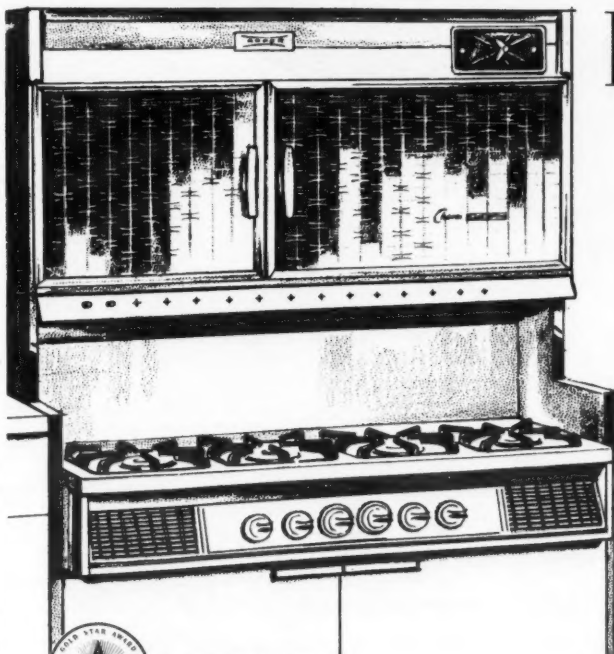
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*Charm*  
**Epicure**  
GAS RANGE

THE GAS RANGE THAT "CLOSES THE PRICE GAP"

First and only free-standing gas range designed like a built-in and priced to retail below

**\$400**



Built to Gold Star  
Quality Standards

### PLUS A BIG BONUS PREMIUM!



4-Piece Fiesta Gourmet Cookware Set  
priced for you to use as a sales closer.

retail value **\$40.00**

### NOW ROPER "CLOSES THE MERCHANDISING GAP"

with a complete  
CHARM-PACKED **PROMOTION KIT**



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**CHARM CANDY LOLLIPOPS** brings in the kids—and their parents.

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with the *National*\* DELUXE  
ADDING  
MACHINE



with "Live" Keyboard

Cut hand motion and effort up to 50%  
with the exclusive National "Live" Keyboard!

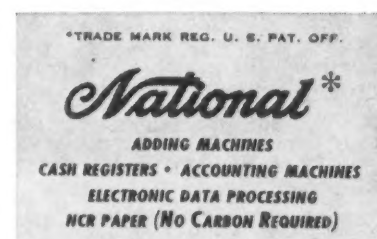
Every amount key on the National De Luxe Adding Machine operates the motor. Result: You can forget the Motor Bar! Eliminates back-and-forth hand motion from keys to Motor Bar. Think of the time and effort this single National feature saves! All keys are instantly adjustable to each operator's preferred touch! It is no wonder operators are so enthusiastic about the National De Luxe Adding Machine. They do their work faster—with up to 50% less effort!

Only National has 14 time- and money-saving features.

"Live" Keyboard and Adjustable keytouch are just two of the 14 time- and effort-saving features which you get in the National De Luxe Adding Machine. You will also like its RUGGED CONSTRUCTION—NEW STYLING—NEW QUIETNESS—NEW BEAUTY. Your National representative will be glad to give you a demonstration and tell you about all 14 features. Call him today.

Your business, too, can benefit from the many time- and money-saving features of a National adding machine. Nationals pay for themselves quickly through savings, then continue to return a regular yearly profit. For more information, call nearest National branch office or dealer. See phone book yellow pages.

**THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio**  
1039 Offices in 121 Countries • 77 Years of Helping Business Save Money





# HOW'S BUSINESS?

Here's the answer for 26 key markets which cover 15% of the U.S. buying public. Based on flash reports of dealer sales in the areas served by these utilities, the chart provides you with an authentic, timely index of retail sales. It's an ELECTRICAL MERCHANDISING WEEK exclusive.

July, 1961 vs. July, 1960	00	Refrig- erators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish- Washers	Room Air Conditioners	TV
7 Mos. 1961 vs. 7 Mos. 1960	00									
<b>IN THE EAST</b>										
United Illuminating Co.		+30	+ 8	+17	- 15	+30	+30	+94	+103	+57
		+14	+22	- 2	- 12	+ 4	+ 9	+33	+ 4	+17
N. Y. State Elec. & Gas Corp.		- 3	+ 5	+ 2	+ 48	- 2	+ 2	+23	- 2	*
		+ 6	+ 5	+ 3	+ 26	0	- 8	+ 9	- 11	*
Jersey Central Power & Light		+ 9	0	- 8	0	+10	-16	-10	+ 82	0
		- 4	- 1	-10	- 17	- 5	-19	0	- 14	+ 2
New Jersey Power & Light Co.		+ 9	-23	-13	- 15	0	+37	- 7	+ 51	-15
		- 9	- 7	- 5	- 13	-13	+ 4	+10	- 10	- 8
Philadelphia Elec. Assoc.		+18	+139	+33	- 3	- 5	-18	-12	+223	- 1
		+ 4	+38	+ 6	+ 20	+ 1	-12	+ 6	- 3	+ 5
Pennsylvania Elec. Co.		+ 3	+ 4	+19	+ 3	+ 2	+ 4	+15	+ 11	- 2
		0	- 7	+ 3	+ 6	-13	-16	- 5	- 31	- 7
West Penn Power Co.		+ 9	+14	+ 8	+ 70	- 4	- 5	- 1	- 12	+ 3
		- 1	+ 2	- 9	+ 32	-15	-18	- 3	- 31	-14
<b>IN THE MIDWEST</b>										
Dayton Power & Light Co.		- 6	- 5	0	- 17	-11		+80	+ 9	- 7
		-19	-10	-11	- 28	-12	-28	+ 7	- 13	- 9
Central Illinois Public Service		+ 6	+ 8	- 9	+ 14	+ 5	-11	+42	+ 17	-11
		- 1	- 3	-13	- 31	- 8	-28	+ 3	+ 10	- 5
Kansas Gas & Electric Co.		-17	-17	-30	- 25	- 2	-26	+18	- 36	-28
		-11	- 5	-17	- 21	- 2	-16	+ 8	+ 8	-25
Kansas Power & Light Co.		+15	+12	+11	- 23	- 5	-24	*	+ 2	+19
		+ 1	+ 6	0	- 4	- 7	-23	*	- 27	+ 2
Nebraska-Iowa Elec. Council		+35	+56	+ 2	+ 2	+59	+46	+70	+ 53	+15
		+25	+43	- 6	+ 1	+32	+44	+82	+ 52	+10
<b>IN THE SOUTH</b>										
Chattanooga Elec. Power Bd.		- 9	- 8	- 4	+ 6	-21	- 9	+33	- 37	+17
		-19	-26	- 5	- 4	-17	-17	+12	- 43	+ 3
Nashville Elec. Service		-10	-14	-12	+ 5	*	-24	*	*	*
		+ 2	-12	- 8	- 5	*	-12	*	*	*
Florida Power & Light Co.		-11	+ 6	0	+ 34	+ 2	- 9	- 3	- 6	+69
		- 5	+ 6	- 9	+ 39	- 8	-13	-16	+ 25	-15
Florida Power Corp.		-15	+18	-15	- 23	+ 1	-31	+ 7	- 1	0
		-14	+20	-22	- 25	- 8	-10	-12	+ 13	+ 1
Tampa Electric Co.		-13	- 8	-22	- 22	+ 3	+139	-16	- 26	+ 5
		-13	- 4	-13	- 17	- 6	+ 2	+16	- 11	+ 1
<b>IN THE SOUTHWEST</b>										
Dallas Power & Light Co.		+ 1	+21	+ 4	*	-22	-24	-11	- 30	-21
		- 8	0	- 3	*	-19	-10	- 5	- 19	-12
Gulf States Utilities Co.		*	*	+ 4	+ 50	*	+32	*	*	*
		*	*	- 1	+ 15	*	+ 1	*	*	*
El Paso Electric Co.		+25	- 3	- 4	- 22	*	+64	+64	- 60	-19
		-17	- 4	- 6	- 19	*	+11	+13	- 5	-11
Southwestern Electric Power		+ 4	+15	+83	+ 38	+ 6	-15	+59	- 49	+ 4
		+ 3	+12	+39	+ 27	0	+41	+ 3	- 34	- 4
New Orleans Public Service		-29	- 2	+ 9	*	-21	-56	-20	- 86	+ 5
		-10	- 2	-11	*	- 1	- 5	+ 1	- 25	+13
<b>IN THE WEST</b>										
Idaho Power Co.		- 4	- 4	- 8	- 6	-22	-18	- 2	*	*
		- 3	- 6	+ 1	+ 14	-11	-23	- 4	*	*
Pacific Gas & Electric Co.		+ 8	- 6	+22	+ 1	+ 7	+ 2	+28	+ 92	- 5
		+ 9	- 5	+ 8	+ 1	+ 5	+ 6	+18	+ 50	+ 7
Pacific Power & Light Co.		-11	- 4	-24	- 10	+ 4	+ 2	-13	+ 15	- 3
		-11	-18	-16	- 1	- 4	-10	+ 2	+ 71	- 2
Washington Water Power Co.		+97	+27	+42	- 9	+ 2	+26	+ 14	+ 2	-22
		- 1	+ 2	-27	- 5	-14	-23	- 5	+ 93	-13
<b>NATIONAL</b>										
July 1961 vs. July 1960		+ 3	+ 9	+ 7	+ 8	+ 1	+ 3	+13	0	+ 3
7 Mos. 1961 vs. 7 Mos. 1960		- 1	+ 1	- 3	+ 8	- 4	- 6	+ 8	- 2	0

0 = No Change \* = Not Available  
+ = Figures as shown are for June. Not included in July totals.

## July Shows An Upward Trend

The EM WEEK panel of 26 leading utilities reported retail sales up on all fronts in July. Every appliance—with the exception of air conditioners which kept pace with July of 1960—showed substantial gains over a year ago. Consumer interest was on the upswing; the all-important discretionary dollar made its presence felt, and gains as high as 13% were recorded.

The mid-year selling boom definitely reflected the long-awaited death of the recession that plagued dealers through the first six months. Appli-

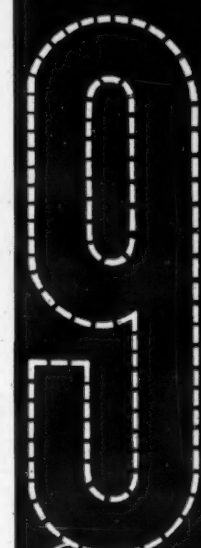
ances such as ranges, down for the most part through the first half, were up 7%. Refrigerators continued their steady comeback. Off better than 5% after three months, down in April through June, the refrigerator is now only 1% off the seven-month total of 1960. Television, too, maintained its rate of advance. After a desperate initial quarter which saw TV down 8%, 7% and 9%, the product has moved up to stand even with 1960 for the year and better than 3% above the July total of last year. Water heaters, having a great year,

again were well ahead of a year ago. The same can be said for dishwashers, up 13% and 8% for the month and year.

All this adds up to a much brighter second half than dealers expected as recently as a few months ago. If sales can continue their advance, 1961 will be chalked up as a success. Two important factors lend themselves to this belief: Appliance-radio-TV store failures totaled only 21 in the month of July, a yearly low, and the purchaser, with consumer savings up 13%, is back in the stores in greater numbers than at any time this year.

August figures, not yet reported, will give up the answers.

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# the story of two dealers and the washer that also dries clothes

## ...or how outdated ideas can hide new profit opportunities

One dealer clings to the memory of an industry's early problems on a new product . . . doesn't realize someone solved them, thus is "blinding" himself to today's new profit opportunities. The other . . . investigates, then accepts proof of performance, forgets outdated ideas and makes a profit.

Hundreds and hundreds of dealers, today, have "investigated and accepted" the RCA WHIRLPOOL ULTIMATIC . . . *the washer that also dries clothes*. First, they found that the ULTIMATIC is truly a quality product, one they could sell with confidence . . . confidence that it will fulfill their promise to customers of extra laundering convenience and dependability in operation. They quickly recognized

it has the features women want . . . it has the advantages of a full-size, 10-lb. washer plus the advantages of a full-size dryer in one compact unit only 29" wide, 25" deep and counter high . . . no larger than a full-size washer alone.

Then, they found that when the ULTIMATIC is on display and a woman is shown all the conveniences of washing and drying automatically in one continuous operation . . . *selling is easy*.

If you haven't investigated the ULTIMATIC . . . do it now and you, too, will see its profit opportunities. It's available in gas or electric models. Call your RCA WHIRLPOOL distributor for the complete story on the washer that also dries clothes.

*Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!*



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Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers  
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

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## A QUICK CHECK OF BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
FACTORY SALES	116	111	120	3.33% down (May 1961 vs. May 1960)
appliance-radio-TV index (1957 = 100)				
RETAIL SALES total (\$ billions)	18.1	18.3	18.1	No change (July 1961 vs. July 1960)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	313	302	322	2.80% down (June 1961 vs. June 1960)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	272	270	291	6.53% down (June 1961 vs. June 1960)
FAILURES of appliance-radio-TV dealers	21	40	21	No change (July 1961 vs. July 1960)
HOUSING STARTS (thousands)	125.9	138.3	114.9	9.57% down (July 1961 vs. July 1960)
AUTO OUTPUT (thousands)	86.9**	91.0**	52.6**	65.21% up
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	17.8+	18.3+	19.1+	6.81% down (1st qtr. 1961 vs. 1st qtr. 1960)
DISPOSABLE INCOME annual rate (\$ billions)	361.7+	354.3+	352.7+	2.55% down (2nd qtr. 1961 vs. 2nd qtr. 1960)
CONSUMER SAVINGS annual rate (\$ billions)	25.7+	23.7+	22.8+	12.72% up (2nd qtr. 1961 vs. 2nd qtr. 1960)
EMPLOYMENT (thousands)	68,499	68,706	68,689	0.28% down (July 1961 vs. July 1960)

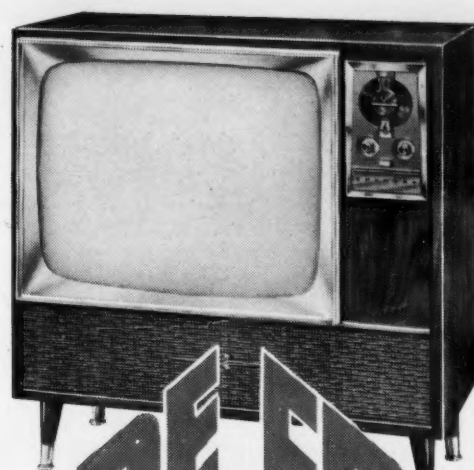
\*New index being used. Federal Reserve Bulletin (seasonally adjusted).  
 \*\*Figures are for week ending September 9, 1961, and preceding week (revised).  
 +Figures are for quarters.  
 ++Federal Reserve Bulletin figures (revised).

## A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1961 (Units)	1960 (Units)	% Change
AIR CONDITIONERS, Room	July	76,500	117,900	-35.11
	7 Months	1,276,300	1,277,800	-00.12
DISHWASHERS	July	41,800	33,800	+23.67
	7 Months	330,500	309,200	+6.89
DRYERS, Clothes, Electric	July	42,639	50,264	-15.17
	7 Months	320,109	363,592	-11.96
Gas	July	22,284	22,316	-00.14
	7 Months	160,824	192,585	-16.50
FOOD WASTE DISPOSERS	July	63,700	55,100	+15.61
	7 Months	450,700	435,900	+3.40
FREEZERS	July	105,900	94,100	+12.54
	7 Months	598,200	647,300	-7.59
PHONOGRAPH SHIPMENTS	June	258,703	267,700	-3.36
	6 Months	1,498,050	1,806,871	-17.10
RADIO PRODUCTION (excludes auto)	Week Sept. 1	267,268	210,607	+26.90
	35 Weeks	7,069,906	6,681,931	+5.81
RADIO RETAIL SALES	June	940,346	702,889	+33.78
	6 Mos.	4,390,180	3,878,358	+13.20
TELEVISION PRODUCTION	Week Sept. 1	143,364	127,697	+12.27
	35 Weeks	3,839,126	3,820,881	+00.48
TELEVISION RETAIL SALES	June	487,264	371,661	+31.10
	6 Months	2,639,184	2,657,527	-00.69
REFRIGERATORS	July	304,700	297,400	+2.45
	7 Months	1,991,000	2,111,100	-5.69
RANGES, Electric, Standard	July	55,600	58,100	-4.30
	7 Months	491,700	503,300	-2.30
Built-in	July	48,400	44,800	+8.04
	7 Months	403,000	391,400	+2.96
RANGES, Gas, Standard	July	88,300	84,300	+4.74
	7 Months	773,400	847,200	-8.71
Built-in	July	21,800	21,400	+1.87
	7 Months	191,800	194,500	-1.39
VACUUM CLEANERS	July	213,932	223,008	-4.07
	7 Months	1,812,248	1,905,476	-4.89
WASHERS, Automatic & Semi-Auto	July	182,405	174,608	+4.47
	7 Months	1,381,852	1,403,460	-1.53
Wringer & Spinner	July	46,017	43,047	+6.90
	7 Months	370,535	416,901	-11.12
WASHER-DRYER COMBINATIONS	July	5,442	8,974	-39.36
	7 Months	58,355	88,840	-34.31
WATER HEATERS, Electric (Storage)	July	59,400	59,600	-00.34
	7 Months	433,600	435,300	-00.39
WATER HEATERS, Gas (Storage)	July	177,100	254,100	-30.30
	7 Months	1,542,700	1,609,400	-4.15

Sources: NEMA, AHLMA, VDMA, EIA, GAMA.



Model T1810  
23-Inch Console TV  
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\*Suggested list. Slightly higher in some areas.  
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**PROOF** — A recent study of 5050 TV sets under service contract showed that General Electric TV needed 20% less service than the second best of the other leading brands.\*

**PROOF** — The same study also showed that the average of other brands required 63% more service (factory faults requiring service inside set) than General Electric Television.\*

\*This survey is based on a study of 5050 TV sets under service contract to the Planet Electronics Corporation, a prominent independent service company in New York City. The results were tabulated and reported by Audits & Surveys Company, Inc., a leading research company. For detailed results, including the names of the leading brands checked, write to Department TVR 112, General Electric Company, Electronics Park, Syracuse, N.Y.

**What this means to you:** It means once a General Electric TV set is sold...it stays sold. It means you don't run into time-consuming service calls that eat into your profit. It means with General Electric TV you get satisfied customers... and that means repeat business.

A significant fact about the survey is that all the sets involved had been in use at least 90 days. (You can pretty well predict from the way a set acts during the first 90 days how it will perform during the next couple of years.) General Electric sets passed through these critical 90 days with the lowest service record of all. Moral: When you sell a General Electric TV set... it stays sold.

*Progress Is Our Most Important Product*

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TELEVISION RECEIVER DEPARTMENT, SYRACUSE, NEW YORK



